

# Pitch Deck



# **Name of the Startup & Your Ask**



Tagline of the Company

# One Line Description of the Company

You may like to use the following sentence to bring out the key elements of the service offering or any other “one liner format”

“I sell A (“the product / service”) to B (“the core customer”).

B has a problem C (“core customer’s pain point”).

B can solve C by D (“value proposition”)

# Problem - Pain Point

- Customer pain point being addressed
- Pain point being solved by the startup/business
- Write precise pain points in simple language

# Proposed Solution

- Explain the solution being offered in simple one line
- Explain how you solve the ‘pain-point’ of the ‘core customer’

# Product / Service Details

- Technical features / Core features of the product
- Current status of development of the prototype / product

# Unique Value Proposition

- Please include the core value of the product/service which makes significant value to the customer
- Core advantages over the other alternative available in the market

- 30 to 60 seconds Video as an Ad for the customers, explaining your product proposition and why they should buy.



# Core Customer

- Definition of core customer segment
- Explain who is your core customer and why will they buy from you?
- Use “Customer Persona” template to showcase and “Ideal Customer”

# Business Model Canvas

Present complex data in an easy-to-understand way





# BUSINESS MODEL CANVAS

## KEY PARTNERS

- Nielsen partners with technology companies to improve visibility in digital market
- Nielsen's Connected Partner Program allows for open collaboration among retailers in fast moving consumer goods industry
- Acquired Gracenote in 2017 which gave Nielsen access to data/technology for user experience of major music, video, audio, and sports content

## KEY ACTIVITIES

- Audience Measurement
- Market analytics
- Television rating
- AI and Cloud Services

## KEY RESOURCES

- Human Capital
- Intellectual Property
- Statistical Algorithms
- Measurement Devices
- Computer Storage Devices in Data Centers

## VALUE PROPOSITIONS

- Provide consumer insights to clients to give clearer picture of their core consumers
- Analyze data and provide client consulting services based on insights
- Intelligence Nielson provides impact key strategic concerns of customers such as new product innovation, customer satisfaction and retention, and advertising

## CUSTOMER RELATIONSHIPS

- Nielsen works closely with clients to help make the right business decisions
- All customers get a dedicated client service contract

## CHANNELS

- Nielsen delivers client services through direct channel to consumers

## CUSTOMER SEGMENTS

- Buy segment provides consumer behavior data to businesses in CPG industry
- Watch segment provides data on consumer views to businesses in media and advertising industry
- Marketing effectiveness helps clients know their audience by connecting what consumers watch to what they buy

## COST STRUCTURE

- Advertising spend
- Product purchase
- Measurement devices
- Employee salary
- Intellectual Property

## REVENUE STREAMS

- Reports, metrics, and analytics delivered to clients
- Consumer insights measured by Nielson devices
- Trade shows and conference events










# Business Model Canvas

Designed for:

Designed by:

Date:

Version:

<b>Key Partners</b> 	<b>Key Activities</b> 	<b>Value Propositions</b> 	<b>Customer Relationships</b> 	<b>Customer Segments</b> 
	<b>Key Resources</b> 		<b>Channels</b> 	
<b>Cost Structure</b> 			<b>Revenue Streams</b> 	

Original version: Strategyzer.com

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THE BUSINESS  
MODEL ANALYST

[businessmodelanalyst.com](https://businessmodelanalyst.com)

# Market Size

- Total Addressable Market (in numbers and value)
- Serviceable Available Market (in numbers and value)
- Share of Market (in numbers and value)
- Industry Insights
- Try and answer “Why NOW is a great time to build this business?”

# Financial Information and Forecast

- Unit Economics - Pricing - Margin - Net Profit
- MVP vision & outcomes
- (Board data about) Customer Acquisition Cost, Monthly Burn, Margins etc.

# Operational Plan

- Show a 12 - 24 month roadmap
- If already in market (pilot/revenue), show a few big client names
- *(if you are pre-market)*
- Go-to-Market Strategy
- Key partners and type of relationship
- Key supply / distribution channel

# Competitive Analysis

- Competitive Benchmarking - A tabular comparison of your product features with that of the closest competitors
- Mention both direct and indirect competitors
- How will you retain your competitive advantage in the future, if there is already a big player in the market?
- Also, how will you stop new players entering into this space?



# Management Team / Achievements

- HD / High Quality photo of founders, core team members etc.
- Details of the team members and advisors, mentioning relevant experience.
- Add other important logos like awards won, coverages, funding by, incubated by etc.
- Testimonials

# Funding Ask

- How much investment are you seeking and fund distribution
- Milestone to achieve with this funding (i.e. No of Customers, Orders, Cities, Margin, Sales etc.)
- Be precise about which scheme you are pitching for