

Introduction to Startup

A solid blue square placeholder for a startup logo, centered on the slide.

Startup Logo

One line description of Start-up's Idea

Names of Founders

The Problem

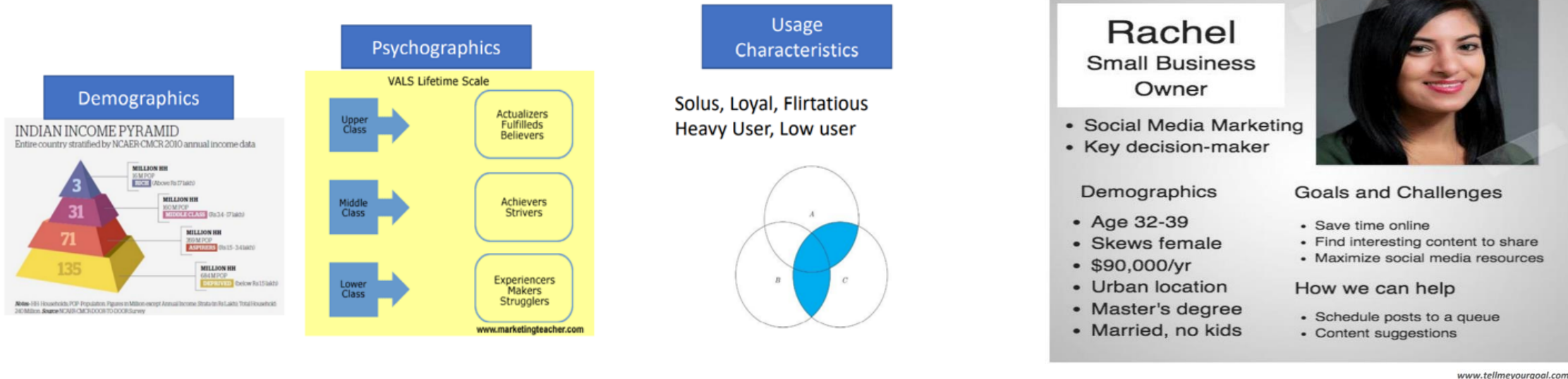
This is one of the most important slides

- If this is not clear, then the rest does not matter as much
- Convince the audience why this problem needs to be solved and why now
- The problem slide should be able to answer the following questions and more -
Is there a real problem that someone wants to solve or cares for? Willing to pay for? Occurs frequently? Creates a significant impact if unresolved?
- Use images and pictures

Target Customers

Which customer segments were targeted to start with and who all now ?

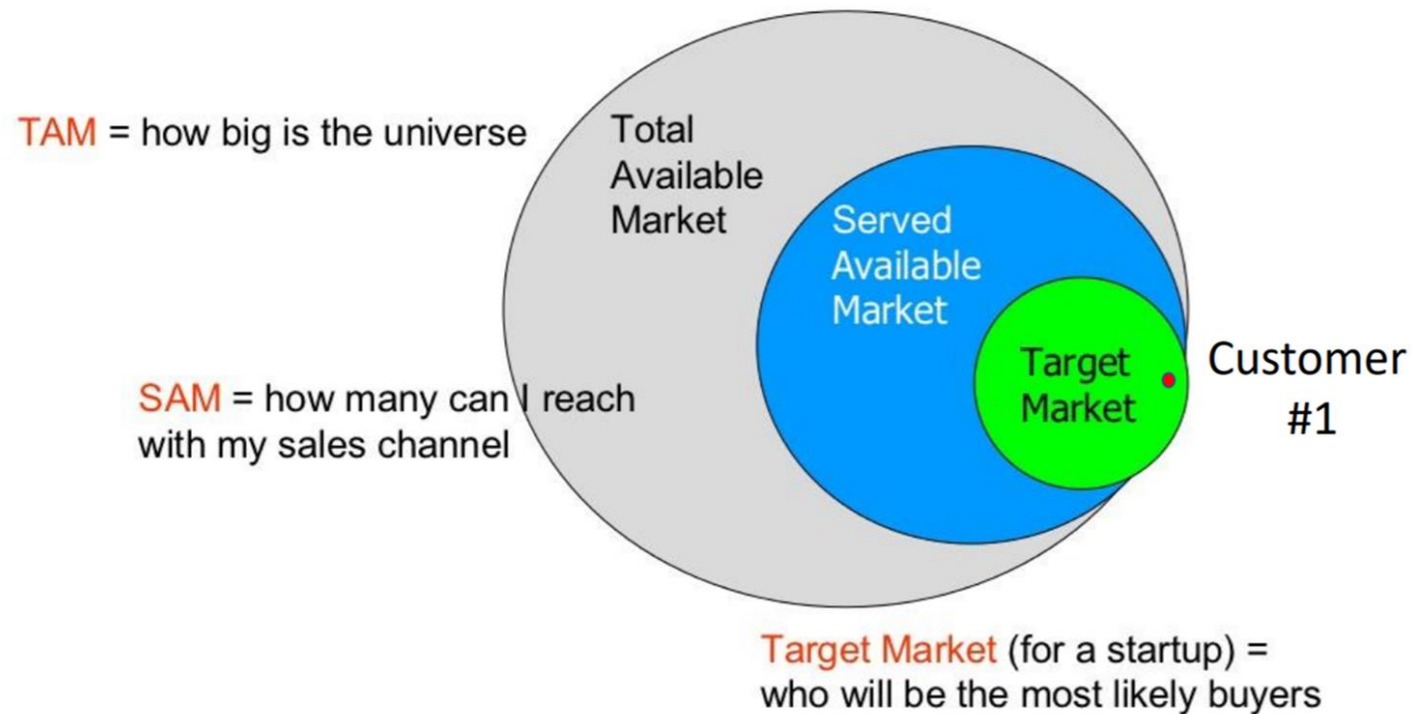
- Tell us the potential customer segments targeted - Demographic & Psychographic
- If possible, highlight the customer persona you are targeting and why and when would they need you
- **Pls don't share a long list , pls list which customer segment the startup initially targeted - there will be negative marks for long list.**



Target Markets

Which market segments were initially targeted ?

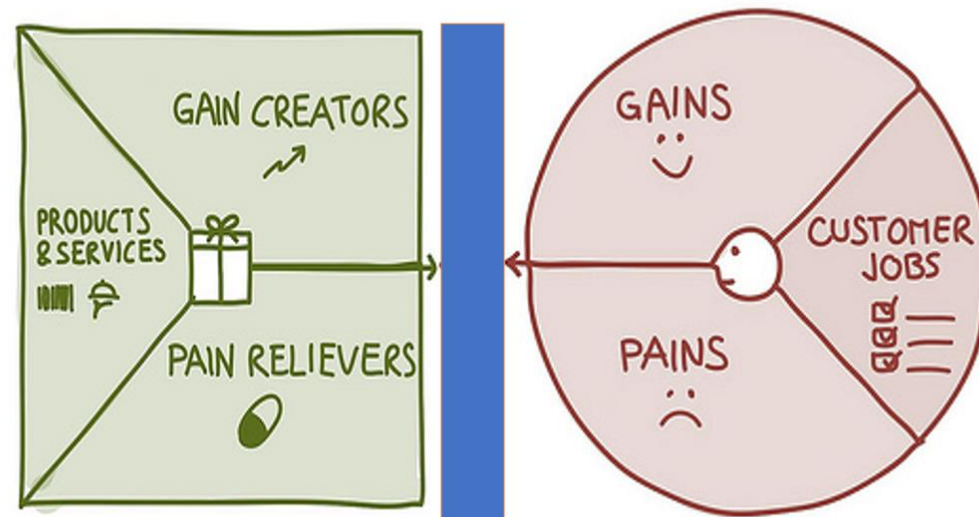
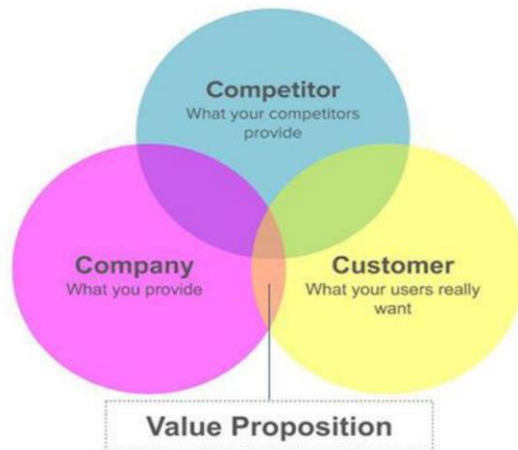
- Tell us the early market segments
- Give us a sense of TAM (how big was the overall universe when they started)



Value Proposition

What are the benefits to the customer

- Can you tell us benefits that the customer would get from this solution? List them out and highlight the most important ones – the core benefits / features
- If your team has come up with new features / benefits, pls list those too
- **Pls focus on the critical ones – do not put a laundry list**



Revenue Streams

- What is a typical transaction? What is pricing model ?
 - Purchase / Transaction or
 - Subscription Model or
 - Freemium Model

Profits

- How does the startup make money / plan to make money?

Introduction to your team

Member
Picture

Member
Picture

Member
Picture

Member
Picturec

Member
Picture

Name

Roll Number
1/2 interests

Name

Roll Number
1/2 interests

Name

Roll Number
1/2 interests

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