



Ondev Apps

Pitch Deck

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Problem

List 3-5 problems your company observes and wants to solve.



Problem 1

Give a striking overview of the problem and explain it briefly.



Problem 2

Elaborate on how this negatively impacts people and their experiences.



Problem 3

Frame the problems effectively as it will set the stage for your entire pitch.

Utopia



List 3-5 ways your company proposes to solve them.



Solution 1

Describe how you envision solving the problems you previously shared.



Solution 2

Communicate big value conveniences and be genuinely straightforward.



Solution 3

Be very clear so you can smoothly jump next to introducing your product.



Product or service

Write an intriguing summary of what your company does.



Birth of your company



A simple timeline on how your company came to be is a helpful way of visualizing your origin story.

2017

Explain the milestone your company achieved in this particular year.



2019

Explain the milestone your company achieved in this particular year.



2021

Explain the milestone your company achieved in this particular year.



Timing



Reason 1

Why is “now” the best time for your company to rise and go to the next level?

Reason 2

What are the trends these days that make your product or service possible?

List the reasons that it's the right time for your product or service.

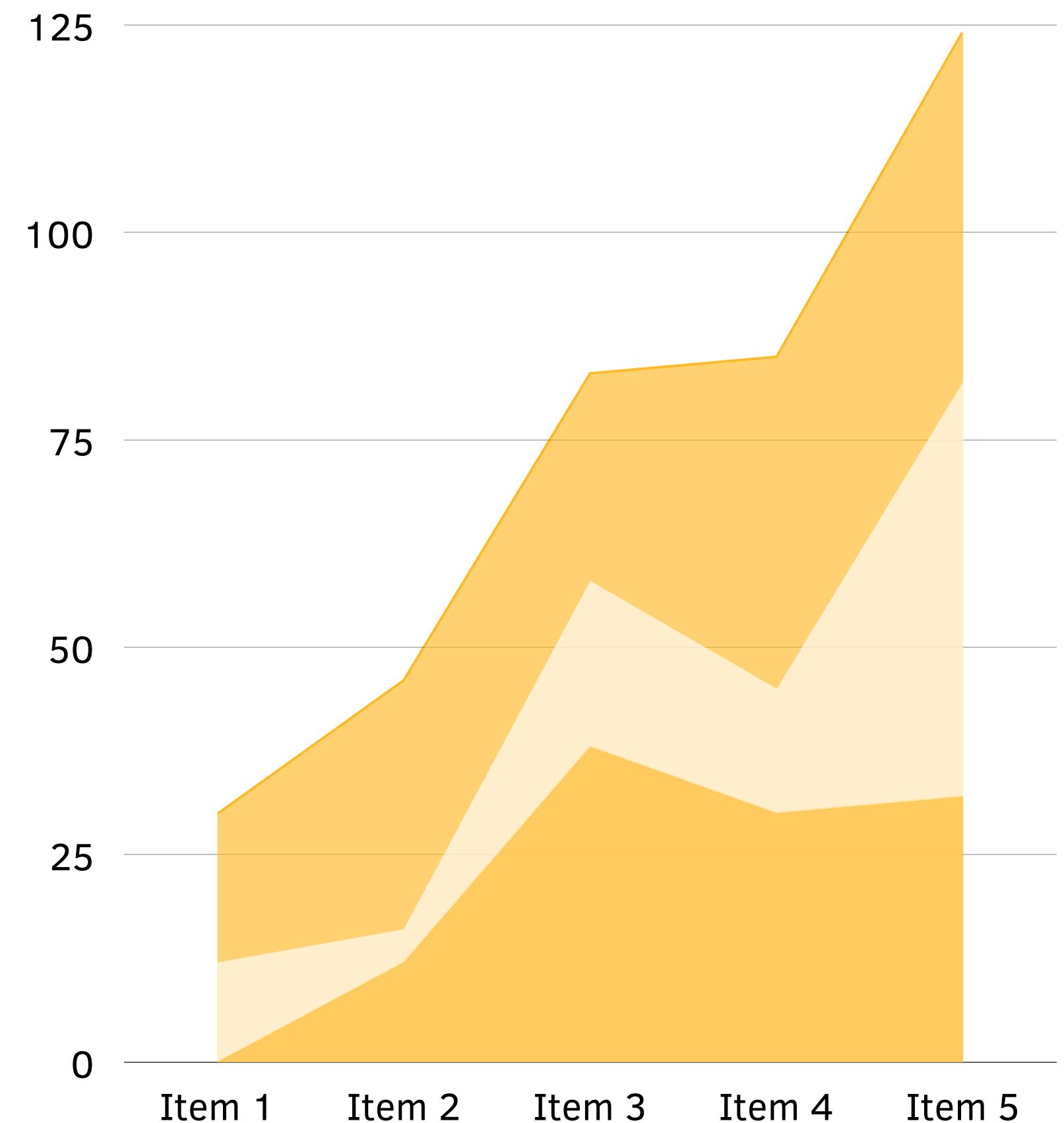
Reason 3

Detail the opportunities in the market that have arisen that will make this possible.



Traction

Where is your company currently at?
Visualize with a graph to highlight
significant developments.





Target Market

Who are the customers you want to cater to?

■ Target Market I

What are their profiles and visual personas?

■ Target Market 2

Visualize the people who will turn to you for solutions.



Size the Market

Apply the two ways to size the market - top-down or bottom-up.
Sizing jargon includes TAM, SAM, and SOM.

1.9 Billion

Total Available Market (TAM)

53 M

Advanced Plan

\$40

Premium Plan

Direct Competitors



Write a company name here



Write a company name here



Write a company name here

Indirect Competitors



Write a company name here



Write a company name here



Write a company name here

Competitive Advantages

Introduce the competitive
landscape in your market.





Advantage 1

Visualize your competitive advantages using a quadrant for easy scanning.



Advantage 2

How is the landscape differentiated, and what makes you different.



Advantage 3

What can you do better than your competition? How will you outperform them?



Advantage 4

A company with strong competitive advantages is likely to survive in the long term.



Competitor Approach

Approach 1

How will you set your company apart from the competition?

Approach 2

What's your path to reach your customers?

Approach 3

Events, partnerships, ads — list the effective ways to reach them.

Business or Revenue Model

Show the ways your company plans to make money.

- Through a graph, timeline, or chart, present the viability of your product or service and tell how your company will make money and achieve goals.
- If you have plenty of ways to make money, focus on one main method, such as subscription or ads.
- Touch upon key metrics here, such as Life Time Value (LTV) and Customer Acquisition Cost (CAC).

Meet the Team



STELLA ORNELAS
Chief Executive Officer



BRYAN COOK
Chief Finance Officer



BLAISE MARTINS
Director

Future Roadmap

What are your next steps and goals?

How much support do you need from investors, and what will it get you?



STEP 1

Q1 2025

STEP 2

Q2 2025

STEP 3

Q3 2025

STEP 4

Q4 2025



Contact Us

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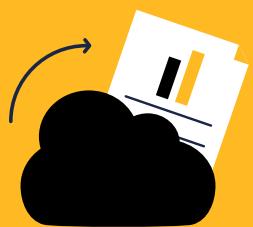
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Resource Page

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 O for bubbles

 Q for quiet

 X to close

 Any number from 0-9 for a timer

Resource Page

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