

PitchNode

Securely **Pitch**, Confidently **Invest**

OUR PLATFORM

Executive summary



Many innovators hesitate to share ideas online due to theft risks and lack of protection, while early-stage startups struggle to secure funding. Investors also face challenges in verifying idea authenticity and business growth.



Entrepreneurs can tokenize their ideas into NFTs, providing proof of originality and enabling fractional investment. Investors gain verifiable access to early-stage startups, with the potential to trade NFTs as business value grows. This creates a decentralized, secure, and efficient ecosystem for startup funding.



Our target market segments are early-stage startups or entrepreneurs, venture capitalists, retail investors targeting millennials and Gen Z, and crypto-savvy investors, which obtained by maximizing community based, partnership, and educative marketing strategies



Our revenue streams comes from profit-sharing incentive, business idea booster to increase exposure, premium, and verified accounts. We plan to extends our platform to more secure and upgraded features including chatbots, premium accounts, and user verification.

THE PROBLEM &

Background

We realize the need for a **secure** and **trustworthy** platform for innovators to **pitch** their business ideas and increase **funding** exposure to investors nationwide and worldwide, as their ideas have the potential in becoming the next pioneers for local to national economic growth.



Startups are a catalyst for economic growth both globally and locally.

Startups in Indonesia have substantially contributed to the nation's GDP. According to a Google, Temasek, and Bain & Company report, Indonesia's digital economy is projected to reach USD 133 billion by 2025



Both the supply and demand for startup funding continue to grow—but a gap remains.

The number of financing institutions supporting startups in Indonesia has increased to about 200. Considering its market size, Indonesia is a promising location for foreign startup investors.



Funding and support are spread unequally across the country.

Startups in Java and Bali are having access to good support, while those in other regions are not as well serviced. However, tier-two and tier-three Indonesian cities are predicted to outpace tier-one cities' growth and increase the national GDP share by 3 to 5 percent (\$46 to 77 billion) by 2030 if facilitated well.

Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |

PitchNode is a cutting-edge **Web3 platform** where innovators can **securely pitch** their groundbreaking ideas, and investors can **discover and support** the next big thing. Powered by **The Internet Computer (ICP)** blockchain technology, we ensure **transparency, trust, and seamless collaboration**.

OUR SOLUTION

PitchNode



The Features

PitchNode

Invest Learn About Login Register

Trustworthy Investing in Brilliant Ideas

Invest Now

Explore The Most Popular Ideas

Idea Title #1
General overview of the idea. They can showcase their unique and innovative ideas here to raise funds based on their target etc etc.
69% funded

Idea Title #2
General overview of the idea. They can showcase their unique and innovative ideas here to raise funds based on their target etc etc.
69% funded

Idea Title #3
General overview of the idea. They can showcase their unique and innovative ideas here to raise funds based on their target etc etc.
69% funded

For Innovators

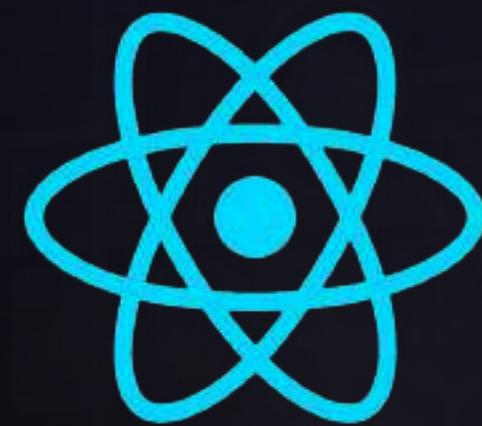
Our platform empowers innovators to **launch their business ideas** securely while **attracting investors**. By leveraging blockchain technology, we eliminate **the risk of idea imitation** and ensure trustworthy investment process.

For Investors

Investors can seamlessly **discover** and **fund** promising startups with confidence. Powered by blockchain technology, our platform enables **direct, tamper-proof transactions**—ensuring trust, transparency, and security throughout the investment process.

Tech Stack

Front End



React



Tailwindcss



Thirdweb IPFS



IC Reactor

Back End



Motoko



ICP Canisters



Dfinity SDK



Internet Identity

How our platform works

For Innovators

Register The
Business Idea



Receive NFT
Certificate



Distribute NFT
Shares

For Investors

Discover Startups



Buy NFT Shares



Track & Sell
Investments

OUR REVENUE STREAMS

Business Model



Profit-Sharing Incentive

In the initial phase, we offer a unique profit-sharing incentive to our platform. When business ventures launched on our platform generate profits, we will receive a portion of those gains as an incentive. This model aligns our interests with the success of our innovator partners, fostering a mutually beneficial relationship from the start.



Boost Your Idea

To ensure your innovative business concept receives more attention from the investors, we offer a "Boost Your Idea" visibility enhancement system. Our system strategically position your business opportunity in front of investors who are actively seeking ventures within your industry, giving you the *exposure* needed to secure the funding your business deserves.



Premium Account

For the innovators seeking to truly elevate their business ideas, we offer Premium Innovator Accounts. These accounts unlock access to our suite of AI-powered tools, enabling them to create even more compelling profiles and pitch decks that captivate potential investors.



Verified Accounts

Underpinning our entire platform is a robust verification system that establishes trust and credibility. Both innovators and investors must undergo a thorough verification process, granting them "Verified" account status. This impress confidence in all participants, knowing they are engaging with legitimate, vetted entities.

WHAT MAKES US

Different?

For innovators:

- Secure idea ownership through NFT technology
- Increased funding exposure
- AI-powered pitch deck creation tools
- Verified investor network access
- Blockchain-backed intellectual property protection

For investors:

- Exclusive access to innovative business ideas
- Secure investment process through smart contracts
- NFT-backed ownership proof
- Direct access to emerging market opportunities

The Market

2566+
startups

In early 2024, the number of startups in Indonesia ranked 6th in the world. This indicates the startup's large growth potential in the future.

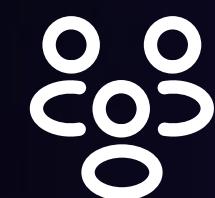
6 M
single investors

The Indonesia Stock Exchange (IDX) has recorded a new achievement in the number of stock investors, which has exceeded 6 million Single Investor Identification (SID).

387.5 K
users in NFT market

In Indonesia's NFT market, the number of users is expected to reach 387.50k users by 2025.

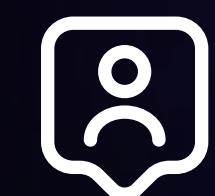
THE STRATEGY



Community-based marketing:
startup, investment, and crypto communities



Awareness and education
through Social Media and SEO



Campaigns and partnerships
with crypto traders & business influencers



Partnerships with startup
incubators

THE SEGMENTATION

Early-stage startups or entrepreneurs wanting to tokenize their business value and interested in blockchain-based fundraising

Venture capitalist, retail investors targeting millennials and Gen Z, and crypto-savvy investors who are interested in startup or business investing.

The Scalability Our Future Plan

The scalability in terms of technical and feature upgrades on our platform include:



Chatbot

providing information on the platform and education in NFT investment.



Premium Accounts

providing premium account services for access to exclusive features.



Verification

validating user identity using the National Identity Number to ensure accountable accounts.

Year 0

Development

Year 1

Pre-launch & Launch

Year 2

Growth

Year 3

Expansion



- Further research and planning
- Website and platform development

- Beta testing
- Community building
- Public launch

- Monetization
- Compliance
- Regulatory Compliance

- Global Expansion
- Institutional Investment

The Team



Backend Engineer
Barru Adi Utomo
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Institut Teknologi Bandung



Frontend Engineer
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