

#startupindia

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Startup India Learning Program

Sample Pitch Presentation for Startups



Team

What should you talk about in this section?

Information about the team which includes

- ✓ Educational Background
- ✓ Professional Experience
- ✓ Division of roles and responsibilities
- ✓ Advisors to the team, if any

Things to keep in mind

- ✓ Highlight experience of team members which is relevant to the business you are starting up
- ✓ Talk about what specific skillset each team member brings to the table and how that will help him/her succeed in this role
- ✓ Mention how long the team has been working together, bonding within the team and comradery
- ✓ Remember: Investors want to see a team which can work well together and succeed in this venture

Problem and Opportunity

What should you talk about in this section?

A description of the problem which includes

- ✓ Whether it is a Business or a Consumer problem?
- ✓ What kind of stakeholders feel this problem?
- ✓ Are there currently any solutions in the market?
- ✓ How big is this opportunity in number of customers, potential revenue etc.? What is the market size?
- ✓ How is this market spread geographically (if applicable)?

Things to keep in mind

- ✓ Focus on a single problem, don't try to solve multiple problems simultaneously
- ✓ Get into the details of the problem
- ✓ Understand your industry/customers well
- ✓ Keep it simple to understand and interesting
- ✓ Be realistic about your market size

Idea and Value Proposition

What should you talk about in this section?

- ✓ Details about your idea and product
- ✓ How does your product solve the problem?
- ✓ Differentiation: How your product is different than the ones currently in the market?
- ✓ Value proposition: What value does your product deliver to the customers i.e. why should they buy your product? (Highlight key product features)
- ✓ How will your product evolve in the future?

Things to keep in mind

- ✓ Provide research on competition
- ✓ Talk about your differentiators
- ✓ Provide a demo of your product, if possible
- ✓ Talk about customer testimonials to validate your idea and prove how your product is working
- ✓ Don't disregard questions

Business Model

What should you talk about in this section?

- ✓ What is your monetization strategy i.e how are you going to make money?
- ✓ Who are the various stakeholders involved in your business i.e. suppliers, partners etc.?
- ✓ What resources would you need, how will you get them and use them?
- ✓ What are the different channels you will use to deliver your product?

Things to keep in mind

- ✓ Conduct proper research about your business model and validate it
- ✓ Have clarity on your revenue streams
- ✓ Show some figures to support your model if your product is already launched. These would include revenues, costs and number of paying customers

Financial Model

What should you talk about in this section?

- ✓ What is the investment required?
- ✓ What are the costs involved and allocation to different heads?
- ✓ Revenue figures and projections
- ✓ Profit figures and growth
- ✓ Break even point

Things to keep in mind

- ✓ Be realistic in your growth projections
- ✓ Get into the details of various costs involved; don't overlook any
- ✓ Get help from an expert like a CA to help make the model
- ✓ State your assumptions clearly for the projections

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