

COVER SLIDE

- Company name and logo
- Contact details (city, e-mail, mobile)
 - URL
- One line that clearly describes the concept/product/service

TEAM

- Highlight what each member of the team does/will do in the venture, and why
- he/she is best suited for the role
- · Indicate if the person is a co-founder or founding team member or an employee –
- against each indicate the % of equity held (currently or planned if not yet
- distributed)

The Issue or Pain Point That Your Product/Solution Addresses

- Explain why your customers need your solution
- • Mention what they are currently doing and how your product/service is a better
- solution

Product/Technology Overview

- Highlight the uniqueness of the product or service or technology and NOT the
- technical details for each feature in the product/solution/service

Business Model

- This is about how you will make money from this business opportunity
- This is NOT the excel sheet, in simple terms, this is about who will pay how much
- and to whom for your product

Size of the Market Opportunity

- Be clear about where and who is going to buy your product/service and how much
- would they pay for it
- Mention the size of the opportunity in the markets you are planning to address (e.g.
 - In India, there are number of parents who will buy our service at Rs per
 - year. This translates into a market potential of Rs per year.
 - In year 3, we plan to tap US and Canada, and the size of the opportunity there is Rs
- (No. of parents x Price per year)

- This section is NOT about what your plans are, but about what the size of the market
- is. This section should therefore give a sense about how many customers are there in
- your target market and at what price are you selling your product to them, what is the
- revenue potential if all of them were to buy (not that they will, but this is to give an
- indication of what the size of the market is)

Current Traction

- What have you achieved so far – product, customers, revenues, etc.
- · Include photographs, if possible (e.g. if you have physical stores or products that
- you manufacture or office pictures)

Competitive Landscape

- • Who are currently or in future likely to compete against your product/service and
- what is your plan to win this battle?
- • Explain why are you better than your competitors (a comparison chart is usually not
- seen seriously by investors because all presentations tend to show a comparison
- chart that will be favourable to your solutions/product)

10. Financials Current and Projections

- Summary of your business plan excel sheet for 3 years (Note: the detailed excel sheet is NOT required. Just key figures at annual level for 3 years are sufficient for the preliminary evaluation. If there is sufficient interest from investors in the venture, then we will evaluate your excel sheet and business case in detail)
- Break-up of your costs into CAPEX and OPEX (In OPEX, highlight major cost components – salaries, marketing, etc.)
- Cover the unit economics, i.e. how much revenue do you get per transaction/customer, how much does it cost you to service that customer/order

Funding Needs, Use of Funds & Proposed Valuation

- Describe how much money you want to raise and its planned usage
- • Mention if there are other co-investors (or others who have already committed)
- • Clearly indicate how long will these funds last and what you will be able to achieve
- with it (e.g. this investment of Rs will last us for months. With this,
- we will be able to get to customers and in revenues)
- • Clearly mention if you are going to require follow-on capital, and if so, how much
- (e.g. post this we will raise a Series A round of Rs)
- • The valuation you are seeking for this round

12. Current Equity Structure, Fundraising History and Investors

- Table of current equity holding (cap table)
- • How much money have you invested?
- • Mention previous investment history, including year, amount and investors

13. Exit Options

- • How do you think the investors can exit (i.e. who will buy their equity or do you
- feel that this can be an IPO)
- • If you can, give examples of exits in your industry (or comparable examples)