



Vaagdevi Incubation & Business Accelerator

PITCH DECK

PROBLEM

What is the problem you are trying to solve?
Validate the problem with real life examples

SOLUTION

What is your solution to the problem?



UNIQUE SELLING PROPOSITION

What characteristics make your solution a “never-before” solution

COMPETITION & BARRIER TO ENTRY

How do the current solutions compare with your solution?

How easy is it to replicate your solution?

What category of competitors do you belong to?

REVENUE MODEL

How do you make money off your solution?

Ex: subscription Model, Direct Sales, Ad-based

3 to 5 year projections

Your top cash burn reasons

TARGET MARKET

The size of the market vs the percentage you are targeting

A granular profiling of your customer

For ex: age, geography, purchase habits, personal traits

What channels will you use to get to this market?



YOUR PRODUCT/SERVICE

Explain how your product/service adds value

Try and explain in layman terms

Ideally, anyone reading this slide should understand it

MILESTONES

Milestones you have reached so far.

For ex: prototypes, patents, pilots etc.

Milestones for the next 1, 3, and 5 years if possible

Milestones for what you would do if you got funded

THE TEAM

Introduce your founding members

Along with credentials, you can mention why they're involved

Exhibit unity in thinking, in strategy