**[Viktori](https://viktori.co/)**

**1. Title Slide**

* Project Name: This should be prominent. If your project has a logo, make sure it’s visually appealing and represents the essence of your project.
* Tagline or Brief Description: A catchy and concise phrase that encapsulates what your DeFi protocol is about.
* Presenter’s Name and Contact Information: Include your full name, position (if applicable), and contact details (email, phone number, LinkedIn profile, etc.).  
  *Example:*
  + Project Name: “ChainFinance”
  + Tagline: “Revolutionizing Finance with Blockchain”
  + Presenter: Alex Smith, Co-founder & CEO, alex@chainfinance.com

**2. Problem Statement**

* Description of the Problem or Market Need:
  + Outline the specific financial problem or inefficiency your DeFi protocol aims to solve.
  + Use statistics or real-world examples to emphasize the magnitude of the problem.
* *Example:*
  + “In traditional finance, over 1.7 billion adults remain unbanked. Our DeFi protocol aims to bridge this gap by providing decentralized financial services that are accessible to everyone, everywhere.”
* Inadequacy of Current Solutions:
  + Discuss the limitations of existing solutions in traditional finance or current DeFi projects.
  + Highlight issues like high fees, lack of accessibility, or centralized control.
* *Example:*
  + “Current financial systems are burdened with high transaction fees and slow processing times. Existing DeFi solutions, while promising, still struggle with scalability and user-friendliness.”

**3. Solution Overview**

* Introduction to Your DeFi Protocol:
  + Present a high-level overview of your protocol, focusing on how it solves the problems you’ve identified.
  + Mention the core technology or innovation your project is based on.
* *Example:*
  + “ChainFinance is a decentralized platform built on Ethereum that offers fast, low-cost financial services, from banking to lending, without the need for traditional intermediaries.”
* Key Features and How It Addresses the Problem:
  + Enumerate the main features of your protocol. For instance, smart contract functionality, automated market makers, liquidity pools, etc.
  + Explain how these features directly tackle the identified problems.
* *Example:*
  + “Our protocol features an automated liquidity pool that ensures lower fees and higher transaction speeds, making financial services more affordable and efficient.”
* Unique Selling Points (USPs):
  + What sets your DeFi protocol apart from others? This could be advanced security measures, innovative technology, unique partnerships, etc.
  + Highlight these USPs to make your solution stand out.
* *Example:*
  + “ChainFinance’s unique dual-layer security protocol guarantees unparalleled safety for user assets, setting a new standard in DeFi security.”

**4. Technology and Architecture**

* Technical Description of the Protocol:
  + Briefly describe the underlying blockchain technology.
  + Mention any innovative algorithms, consensus mechanisms, or smart contract functionalities.
* *Example:*
  + “ChainFinance leverages Ethereum’s secure and versatile blockchain, utilizing an advanced proof-of-stake algorithm to ensure fast and energy-efficient transactions.”
* Architecture Diagram:
  + Include a simplified diagram showing the protocol’s architecture.
  + Highlight how different components interact with each other (e.g., user interfaces, smart contracts, blockchain network).
* *Example:*
  + “The diagram illustrates ChainFinance’s layered architecture, showcasing user interfaces, smart contract layer, and blockchain network for clarity and transparency.”
* Security Features and Compliance Aspects:
  + Detail the security measures in place to protect user assets and data.
  + Mention compliance with regulatory standards, if applicable.
* *Example:*
  + “Our protocol includes multi-factor authentication, encryption, and regular security audits. We’re committed to adhering to global regulatory standards for DeFi platforms.”

**5. Market Analysis**

* Target Market and Size:
  + Define your primary target market (e.g., unbanked populations, crypto investors, fintech companies).
  + Provide data to showcase the market size and potential growth.
* *Example:*
  + “Our primary market targets the unbanked in emerging economies, representing an opportunity to reach over 1 billion potential users as per World Bank reports.”
* Current Market Trends in DeFi:
  + Discuss current trends in the DeFi space, like the rise of yield farming, liquidity mining, or NFT integration.
  + How does your project align with or capitalize on these trends?
* *Example:*
  + “With the growing interest in yield farming, ChainFinance is perfectly positioned to attract users looking for innovative and secure ways to maximize their returns.”
* Competitive Landscape:
  + Analyze key competitors and their offerings.
  + Highlight what makes your protocol different or better.
* *Example:*
  + “While there are established players like Compound and Aave, ChainFinance differentiates itself through its focus on emerging markets and user-friendly interface.”

**6. Product Demo or Use Cases**

* Walkthrough of the Protocol in Action:
  + If possible, include screenshots or mockups showing the user interface and key functionalities.
  + Demonstrating a typical user journey can be very effective.
* *Example:*
  + “These slides show how a user can easily create an account, deposit funds, and start earning interest within minutes, all with a few clicks.”
* Real-world Applications and Case Studies:
  + Provide examples or case studies where your protocol could have a significant impact.
  + This could include scenarios like microloans in developing countries, international remittances, etc.
* *Example:*
  + “Our case study on microloans in Kenya demonstrates how ChainFinance can empower small businesses with quick, low-interest loans, fostering local economies.”

**7. Business Model**

* How the Protocol Generates Revenue:
  + Explain your protocol’s revenue model. This could be through transaction fees, service fees, staking rewards, etc.
  + Be clear about how these revenue streams are sustainable in the long term.
* *Example:*
  + “ChainFinance earns revenue through nominal transaction fees on trades and loans. These fees are competitively priced and designed to ensure sustainability.”
* Pricing Strategy:
  + Detail your pricing strategy. How do you ensure it’s competitive yet profitable?
  + Discuss any tiered pricing or special offers if applicable.
* *Example:*
  + “Our pricing strategy includes tiered fees based on transaction volume, incentivizing high-volume users while remaining accessible for smaller users.”
* Long-term Sustainability Plan:
  + Outline your plan to ensure long-term growth and sustainability.
  + This could include diversifying revenue streams, scaling strategies, or plans for protocol upgrades.
* *Example:*
  + “To ensure sustainability, we plan to introduce new services like token swaps and NFT marketplaces, expanding our user base and revenue potential.”

**8. Roadmap**

* Development Milestones Achieved:
  + List key milestones already accomplished, such as the completion of a proof of concept, beta launch, smart contract audits, etc.
  + Use a timeline or graphic to visually represent these achievements.
* *Example:*
  + “Our journey began in 2021 with a successful proof of concept, followed by a beta launch in Q2 2022, and a comprehensive smart contract audit in Q3 2022.”
* Future Milestones and Timelines:
  + Outline upcoming goals and objectives with projected timelines. This might include full product launch, new feature rollouts, partnerships, etc.
  + Demonstrating a clear and realistic roadmap builds credibility and trust.
* *Example:*
  + “Looking ahead, we plan to launch our mainnet in Q1 2023, introduce cross-chain functionality in Q3 2023, and expand into Asian markets by the end of 2024.”
* Long-term Vision:
  + Share your long-term vision for the protocol. Where do you see it in 5 or 10 years?
  + This is your opportunity to inspire and excite your audience about the future impact of your project.
* *Example:*
  + “Our vision is to become a leading DeFi platform globally, serving millions of users with innovative financial solutions that are secure, accessible, and equitable.”

**9. Team and Advisors**

* Bios of Key Team Members and Advisors:
  + Highlight the experience and expertise of your core team members and advisors.
  + Include brief bios that focus on their relevant background, achievements, and how they contribute to the project.
* *Example:*
  + “Our CEO, Alex Smith, has over a decade of experience in fintech, and our advisory board includes renowned blockchain experts and successful entrepreneurs.”

**10. Partnerships and Collaborations**

* Existing and Potential Partnerships:
  + Detail any current partnerships, such as with other blockchain projects, financial institutions, NGOs, etc.
  + Mention how these partnerships have contributed or will contribute to your project.
* *Example:*
  + “We’ve partnered with XYZ Blockchain for enhanced security features and are in talks with several NGOs to facilitate microloans in emerging markets.”
* Role of These Partnerships in Growth Strategy:
  + Explain how these partnerships align with and support your overall growth strategy.
  + This can include market access, technology sharing, joint ventures, etc.
* *Example:*
  + “Our partnerships are strategically chosen to expand our market reach, enhance our technological capabilities, and align with our mission of financial inclusivity.”

**11. Financial Projections**

* Revenue Projections and Key Financial Metrics:
  + Provide a projection of your revenue for the next few years. Include key financial metrics such as profit margins, user growth rates, etc.
  + Use graphs or charts to make the data easily understandable.
* *Example:*
  + “Our financial projections show a steady increase in revenue, reaching $10 million by 2025, with a user base growth rate of 50% annually.”
* Funding Received to Date (if any):
  + If you have received previous funding rounds, mention the amounts, sources, and how the funds were utilized.
  + This information helps to build credibility and show investor confidence in your project.
* *Example:*
  + “To date, we’ve raised $2 million from angel investors and venture capitalists, used primarily for product development and market research.”
* Use of Funds:
  + Clearly outline how you plan to use the funds you are currently seeking.
  + Break down the allocation, such as development costs, marketing, team expansion, etc.
* *Example:*
  + “The current funding round will focus on expanding our development team, marketing activities to increase user adoption, and legal compliance across different regions.”

**12. Investment Opportunity**

* Investment Terms (if seeking funding):
  + Clearly outline the terms of the investment you are seeking. This could include the type of investment (e.g., equity, tokens), the amount of capital you’re raising, and the valuation.
  + Be transparent about what investors will receive in return for their investment.
* *Example:*
  + “We are looking to raise $5 million in Series A funding, offering 20% equity. This values ChainFinance at $25 million post-money.”
* Expected Returns and Exit Strategy:
  + Provide realistic projections about potential returns for investors.
  + Discuss possible exit strategies, such as an acquisition, IPO, or token buyback plan.
* *Example:*
  + “With our projected growth, we anticipate a significant return on investment within five years. Possible exit strategies include acquisition by a major fintech company or an IPO.”
* Contact Information for Follow-up:
  + Provide direct contact information for investors to reach out for more detailed discussions.
  + This can include a dedicated email, phone number, or even a calendar link to schedule meetings.
* *Example:*
  + “Interested investors can reach us at invest@chainfinance.com or schedule a meeting directly through our calendar link for detailed discussions.”

**13. Q&A**

* Open the Floor for Questions:
  + Allow time for the audience to ask questions. This is a crucial part of the pitch as it provides an opportunity to address concerns and clarify details.
  + Be prepared with comprehensive answers to potential questions.
* Provide Additional Contact Information for Private Inquiries:
  + Sometimes, investors or partners may want to have one-on-one discussions. Make sure they know how to reach you for private conversations.
* *Example:*
  + “For any further questions or private discussions, please feel free to contact me directly at alex@chainfinance.com.”

**14. Closing Slide**

* Thank the Audience for Their Time:
  + A simple thank you goes a long way in showing your appreciation for the audience’s time and attention.
  + This is also a moment to briefly recap the main points of your presentation.
* *Example:*
  + “Thank you for your time today. We are excited about the potential of ChainFinance to revolutionize the DeFi space and appreciate your interest in our journey.”
* Recap of Key Takeaways:
  + Summarize the main points of your pitch, emphasizing the unique value proposition, market potential, and strength of your team.
* Final Call-to-Action (CTA):
  + End with a clear CTA, whether it’s inviting investments, seeking partnerships, or encouraging further dialogue.
* *Example:*
  + “We invite you to join us on this exciting journey. Let’s revolutionize finance together. Feel free to reach out for more information or to discuss potential collaborations.”