

www.indoarabangelnetwork.com

Startup Pitch Deck

How to win investors

Email: indoarabangelnetwork@outlook.com www.indoarabangelnetwork.com



Only answer these questions…

WHAT?

HOW?

WHO?

WHY?

WHERE?

That's it! You are done....



Cover Slide

- Logo / Name of the company
- Slogan
- Registration No. & DIPP
- Name of Presenter & Contact detail

Logos of accelerator, awards, publications featuring company



Elevator pitch

Create a brief one liner that describes:

- What's the service / product?
- What's the core problem (describe problem or need that you're solving)
- What's your big vision?





- Team composition / bonding / passion / inspiration
- Promoters' background (education, past experience, domain and functional expertise, previous startup experience)
- Promoters commitment: part-time/full-time?
- Investment made / committed by promoters
- Advisors/mentors details with commitment letter

Idea - Product or service



- Business Sector / Technology Area / Business
 Offerings / Existing problem and solutions / Gap
- Explain your product in detail How does it works (Use diagram, pictures, demo etc.)
- Value proposition (Problem / Need / Pain point solution) / FAB (Feature, advantage and benefits)
- Stage of development (Idea / Prototype / MVP / Ready to Market)?
- Target customer segment and clear customer profile (Geography, Social, Demographic)?



Idea - Product or service

- Innovativeness, Uniqueness, technology
- Any hurdles / threat to enter in the market (acceptability, pre mature market, technology barriers, legal certification etc)?
- Range of products / solutions
- Any IPR (patent, design, trademark etc)

BUSINESS MODEL



- Execution Plan
- Sales and distribution channel / delivery process
- Revenue model How will they make money? Any paid customers?
- Product cost per unit or service delivery cost
- Customer acquisition & Marketing strategy-How to get customer, keep and grow the number

BUSINESS MODEL



- Who are the key strategic partner / vendors / R&D / Investor / Forum etc?
- Competitive advantages?
- Key Resources availability and need (Money in bank, office, infra, manpower)

SCALABILITY OF BUSINESS Indo-Arab ANGEL NETWORK

- Obtainable market size (TAM/SAM/SOM) and estimated growth rate of market?
- Potential for capturing market share and sustainability?
- Milestones of business growth
- Are there secondary market opportunities for your product or service?
- Range of product / services

SCALABILITY OF BUSINESS Indo-Arab ANGEL NETWORK

- What are geographies Startup currently in & will be expanding to in future.
- Key industry trends that support the business (domestic and international)
- Key risks or threat
- Competitive Analysis- startup or established
- Probable exit strategy of company (M&A, IPO, Acquisition)

LEGAL AND FINANCIA INDICATE ANGEL NETWORK

- Incorporated (Pvt / OPC)? Eligible under #Startupindia? Did they register and get DIPP number? (Y/N)
- Any funding / grant received from any Govt. / Investor / Incubator ?
- Current monthly burn rate and monthly sales run rate
- Cash flow (last year revenue, current year and projection for next 3-5 years)?

LEGALAND FINANCIA Indo-Arab ANGEL NETWORK

- Unit economics- revenue per user/customer vs cost per user/customer
- Total Funds required and its utilization plan based on milestone?
- Proposed Valuation Any idea of what the Company might expect? Do we believe this will be an expensive deal?
- Share holding patterns of company





- Any Award / recognition to company / promoters
- Any other information
- Thank you slide with repeat of your vision statement and contact detail.

FACTORS MATTER FOR INVESTORS

Customer

- Attractability of product / venture to customer
- Degree to which the venture solves a customer need
- Ease for customer to adopt solution

Team

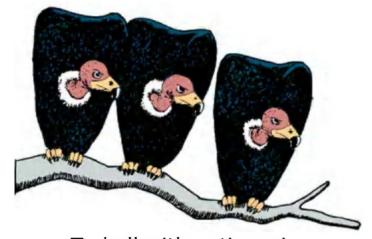
- Entrepreneur's track record
- Management (Experience, knowledge, skills
- Bonding and Passion

Business Model

- Originality of idea / product / service
- Technology (proof, prototype, patent, platform)
- Entry barrier / protectability
- Revenue model
- Execution plan
- Realistic break even point
- Scalability
- Exit route

Market

- Growth rate of market
- Margin potential
- Competition
- Size of opportunity (TAM/SAM/SOM)



To hell with patience! I'm going to kill something!



Thank you

Write at: indoarabangelnetwork@outlook.com
www.indoarabangelnetwork.com