
Guidelines for Pitch Deck

Ensure the following are addressed

- What is your Product/Solution/Service?
 - Please tell us in detail, you can also attach a video link in the deck,
 - Explain technology and capability to build it
 - What is the problem you are solving or the opportunity you are addressing?
 - What is the opportunity size of your product/service - TAM, SAM, SOM?
 - How are you planning to acquire the target market?
 - What is your Service Model (revenue from Product sales, Licensing, SaaS, Marketplace etc)?
 - Business Model/Who are the primary target customers? (B2B/Enterprise, D2C, B2C etc)
 - Provide details of customer acquisition strategy and customer info
 - About your Startup, history, team and founder's experience in the field (also startup experience if any)
 - Organizational Capability - People, Technology
 - Introduce your key team members along with their strengths and credentials
 - Current financials and revenue projection
 - MoM/YoY growth etc
 - Unit Economics/Provide current Business performance and projections
 - What are the margins in your business or Expected Margins? (Percentage)
 - Mention three most important metrics in your business that you are tracking and show their current scale. e.g.
 - Daily average users
 - Monthly average users
 - Annual revenue per customer/deal
 - Cost of acquisition
 - Breakeven to cover Customer acquisition cost - when
 - Customer LTV
 - Funding Stage (Pre-seed, Seed, Pre-Series A etc)
 - Funding Ask/Requirement
 - How is the funding going to be utilized? In which areas e.g., Technology, Marketing, Manpower etc.
 - Valuation for the ask
 - Past fund raises (if any) and at what valuation
 - Tell us about the investors on the cap table
 - Who or What is your Competition, what is your differentiator and moat?
 - How is it different from available solutions in the market?
 - Explain why you are best suited to solve the problem, what do you have that other do not have/provide?
 - What is the Tech differentiation/scalability to support solving the problem?
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