

### **1. Business Snapshot/ Synopsis (1 Slide)**

- When was the company founded?
- Description of what you do (2-3 bullets)

### **2. Team (2 slides)**

- Describe briefly education, work experience, prior entrepreneurial background, awards and accomplishments etc.
- Important to mention Advisory Board and any existing angel investors

### **3. Market Opportunity/ Idea (1 slide)**

- Needs to be engaging (use charts, graphs if possible)
- Key 2-3 points about the market need, size, growth

### **4. Description of Product/ Service/ Business Model (2 slides)**

- Describe the offering and value proposition addressing the pain points (using images if possible)

### **5. Competition/ Key Differentiators/ USPs (1 slide)**

- Pictorially depict the competitive landscape and 2-3 crisp bullets about your uniqueness/ entry barrier/ competitive advantage
- Briefly mention any IP created

### **6. Revenue Traction (1 slide)**

- Mention current pipeline of customers and projects / deals; precisely describe the different stages of deals in your acquisition pipeline
- Provide information about revenues 2020 achieved and estimated
- Customer pilots are important and should be mentioned
- Logos of key paying customers should be included

### **7. Financial Projections (1 slide)**

Put a snapshot of P&L projections, at least for next 3 years

- Revenues (preferably per product line)
- Overall costs (break down in labor costs, equipment, etc.)
- Investments (CAPEX)
- Profit/loss

### **8. Fundraising Plan (1 slide)**

- Mention the fundraising amount
- Important to include the deployment plan – amounts categorized into at least 3-4 broad heads (hiring, R&D, product development etc.)