



Startup Pitch Deck

How to win investors

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

Only answer these
questions...

WHAT ?

HOW ?

WHO ?

WHY ?

WHERE ?

Choose the best format which suits you more...

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

- 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

Talk about your short story how you met and started...

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

- 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 FINANCIAL | Indo-Arab 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)?



LEGAL AND FINANCIAL | 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

Other Relevant Information

- 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