

***Dear Promoters,***

***This is a presentation is just a dummy and was shared with you to help you cover the important aspects of your startup in your pitch deck. You can also choose to prepare the pitch in your own format using this presentation for guidance.***

# Business Plan Presentation Template



# 'Company Name'

## Quick Business Plan Summary

Define the startup or business idea in a single declarative sentence.

YOUR LOGO  
HERE

# Core Team

- Current core team structure including full time employees:
  - Introduce the co-founders, we really need to know as much as possible details for the co-founders
  - Advisor
  - Employees

## Product / Service Offering Summary

- You may like to use the following sentence to bring out the key elements of the service offering
- Describe your product or service offering
  - Describe your product or service offering with links to photos, demo videos etc
- How does your product or service offering solve the problem? Give an example to illustrate the use, if possible.
  - Explain how your offering works and manages to solve the problems that you discussed earlier. Put in a real life usage scenario if applicable

# Need

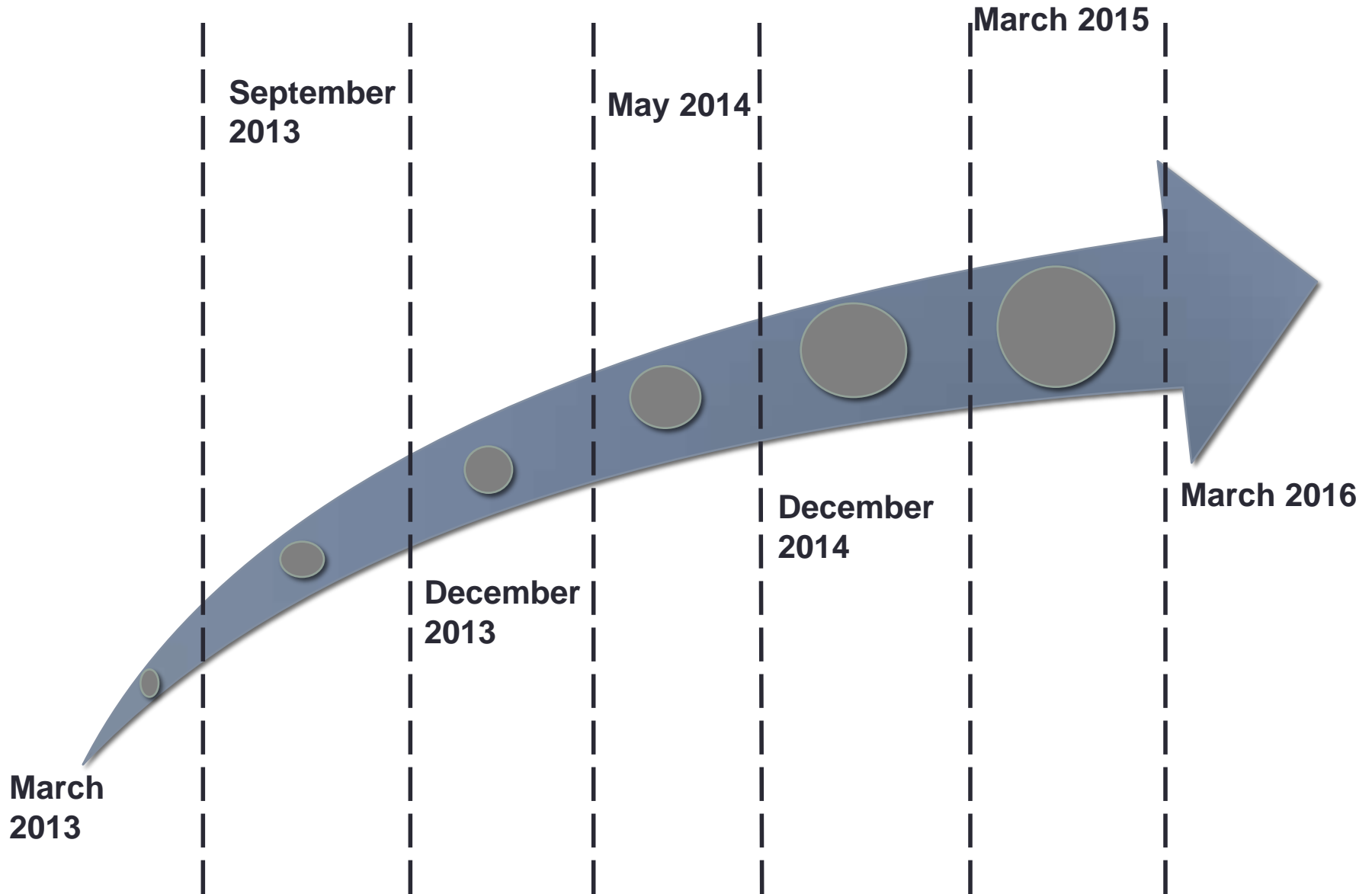
- Describe the needs your startup or business idea is trying to fulfill. How are these needs met currently?
  - Demonstrate how well you understand the problem that you are trying to solve. Be specific about the problem, and how do people solve it right now
- Who are your target customers? What is the market potential?
  - Showcase your estimate of the purchasing power, specific needs of the segment targeted and your capability to reach out to customers. Every business needs to choose between different segments and markets based on their own capabilities and profitability of different segments.
  - Once you have identified a clear segment, assess the potential in terms of number of possible customers in that segment or the revenue possibility from the customers etc.

## Business Concept

- Summarize the key technology, concept, or strategy on which your business is based.
- Product / service benefits
- Pricing
- Current status of development of the prototype / product

# History

describe milestones from the idea stage up until today



# Traction till today

**Describe traction of your startups till today and you may touch the following points**

- Website characteristics like unique visitors, active users,
- Satisfaction level of customers
- Revenue: past revenue month on month basis and current revenue
- No. of mobile app downloads
- Describe the current status of the startup till today
- Intellectual Property Status -Patents / Licenses etc if applicable



# Market Analysis And Research

## Market size

- Total Addressable Market (in numbers and value)
- Serviceable Available Market (in numbers and value)
- Share of Market (in numbers and value)
- Market growth
- How is the market in the China and Brazil which are similar countries like India.
- How is the market in the USA and UK

# Competition

- List the competitors and their offerings.
  - If you think you have no competition, you may not have researched well enough, or there might not be a market for your offering
  - Identify potential competition. For example, who is likely to enter the market and be a significant threat
  - Share only the significant features
- How is your solution better than that of competition?
  - Research the competition
  - Compare your product features with that of competition and highlight why your product is better. When comparing, compare features that are useful to the consumer. For example, 'customers would choose my radiotaxi over the competitors because all our radiotaxis are coloured pink'. Please note colour may not be a differentiator for a taxi, while availability or reliability might be

## Sales and Distribution

- Go to market strategy
- Key partners and type of relationship
- Key supply / distribution channel
- Revenue model
- Key tasks and milestones for the next 12 months

# Sales and Distribution

- How do you plan to reach your consumers to deliver your product or service?
  - Creating an innovative product or service is not sufficient. The product or the service needs to reach its customers/consumers to create revenue for the startup. Please explain how you will ensure that your offering will be delivered to customers who need it
  - Through a description of your channel partners, please highlight the role they will play and incentive that they may have to promote your product or service over competition

# Business Model

- How do you plan to make money?
  - No business/idea can sustain itself unless it has a steady source of income. In this slide explain your efforts to make your business/idea sustainable
  
- How will you price your product or service?
  - Explain your understanding of the funding required to make your business self-sustainable and/or bring profits to the shareholders and owners

# Financial Plan

## Unit Economics

- Sales Revenues at the Unit Level
- Variable Costs
- Fixed Unit Costs
- Unit Contribution
- Fixed Corporate Costs
- Gross Profit
- Investments
- Net Cash Flow

First 6 Months cash flow projections

3-Year quarterly cash flows (if possible)

# Financials

- What are the current revenues, variable costs, operating profit and net profit of your startup?
  - Investors want to see a return on their investment. The numbers on this slide will help them understand if the proposed business will generate profits to justify their investment
- What are the projections for the next 3 years? When will your venture break even? When will it start making a profit?
  - Giving the financial projections for the next three years will help investors understand the implications of your strategy in a language they understand very well - money. It also allows the investor to gauge the potential for further growth of the enterprise.
- **Vision for 5 years**

# Investment Rationale

- What are your funding requirements? How do you plan to use the funds?
  - Help the investor understand if the opportunity is attractive enough. This allows the investor to understand the investment required and plan for utilization of the money invested
- Explain why your startup or business idea deserves investment? What is the exit strategy for the investor?
  - As the investors are putting in money to get handsome return, they would like to clearly understand how they will get returns. Typically returns are through strategic sales/mergers/acquisitions /buyouts or through IPOs. Providing this information allows the investor to understand your startup's strategy better
  - How much investment are you seeking and to achieve what?



T H A N K

Y O U