

Business Plan and Investor Pitch Deck Template

Below is a suggested template for an initial pitch deck for investors. It should not be more than 12- 15 slides. *(You don't have to follow the template, but cover as many points as you can from this template.)*

At this stage, detailed excel sheet numbers are not necessary. The objective of the initial pitch document is to provide an overview of what you intent to do, and why it is a good investment opportunity.

Contact details

- Company name and logo
- Contact details (city, e-mail, mobile)
- Url
- One line that clearly describes the concept/product/service
 - **Bad example: We are redefining the quality of healthcare**
 - **Good example: We are building a chain of affordable pediatric clinics in tier 2 cities**

Overview of your solution (2-3 slides)

- What is the problem or opportunity you are addressing
- Your solution i.e. how you are addressing the problem
- What is the value proposition of your offering?
- What is your 'defensible' competitive differentiator
- Why is your differentiator defensible?

Product / Technology (1-2 slides)

- Explain the key features of your product / service / solution
- Highlight the uniqueness of the technology and application and not the technical details of the solution.
- Provide links to reference material, if any (e.g. videos, etc.)
- Provide screen shots of portal/app or photographs as relevant

Business Model and Business Case

- Explain your current and possible revenue streams
- Explain your business model (*i.e. who will pay, how much, to whom, and at what periodicity*).
- Pricing
- Unit economics

Example of a business model

“We have a B2B2C model. We will charge parents Rs.250 per child per month. This will be collected by the school from parents who subscribe to our service and will be paid to us at the beginning of every quarter.

Students will be pre-registered but subscription is not compulsory and parents can choose to opt out. School will keep 20% of total revenues, which we will give them at the end of the year on achieving a pre-agreed minimum revenue commitment.”

Market size

- Who is your target customer?
- Which markets are you addressing?
- What is the size of the market opportunity?

(Do not mention broad industry numbers. Be more specific about how you arrive at the market potential.)

Example of a market sizing

In India, there are _____ number of parents who will buy our service at Rs/\$_____ per year.

This translates into a market potential of Rs/\$_____ per year. In year 3, we plan to tap US and Canada, and the size of the opportunity there is Rs/\$_____ (No. of parents _____ x Price per year_____)

Competition

- Who are you competing with?
- What are your competitive advantages? *(Note: a comparison chart is usually not seen seriously by investors because all presentations tend to show a comparison chart that will be favorable to your solutions/product)*

Current status and traction

- What is the current status of your product / solution? (Highlight the product road map if product is not fully developed, or if there are significant additions planned)
- Explain your current traction – number of customers, revenues, etc.
- Give highlights of your customer conversion metrics *(e.g. MAU/DAU, repeat purchases, etc.)*

Team

- Highlight what will each member of the team do in the venture, and why he/she is best suited for the role
- Indicate the % of equity held by founders – also mention if they are full time or not
- Highlight key team members other than founders and advisors (if any)

Go-to-market plans

- Highlight your sales and marketing plans
- Indicate how you plan to expand / scale up

Financials - current and projections

- Summary of your business plan excel sheet for 3 years *(Note: the detailed excel sheet is NOT required. Just key figures at annual level for 3 years is sufficient for the preliminary evaluation. If there is sufficient interest from investors in the venture, then they will evaluate your excel sheet and business case in detail)*
- How much investment are you seeking, and at what valuation
- Highlight how long this investment will last, and what you will achieve with that
- Indicate whether you will get to self-sustainability with the current round, or how much additional capital will be required post this round
- Mention if there are other co-investors (or others who have already committed)
- Mention previous investment history including year, amount and investors.