

Pitch Deck Template

Introduction

A Pitch Deck is a short summary about the company to provide the audience with a quick overview of the business plan.

Usually beneficial for startups that need to:

- Present for new investors / partners/ Co founders
- Participate in startup competitions

This template is designed by Thakaa as a simple guideline for developing your Pitch Deck.

*Delete this page & the cover page after developing your pitch deck

Title

Company name, your name and title

Problem / Opportunity

- Describe the pain you're alleviating or the solution you're providing

Try to add visual numbers/ chart / news announcement /...

Value proposition

- Explain the value of the pain you alleviate or the solution you provide.

Example

A web based platform that handles design automatically

Describe

- Describe the technology, the secret sauce or magic behind your products.
- The text and more diagrams, schematics, and flow chart, the better.
- If you have a prototype or demo, this is the time to transition to it.

Business Model

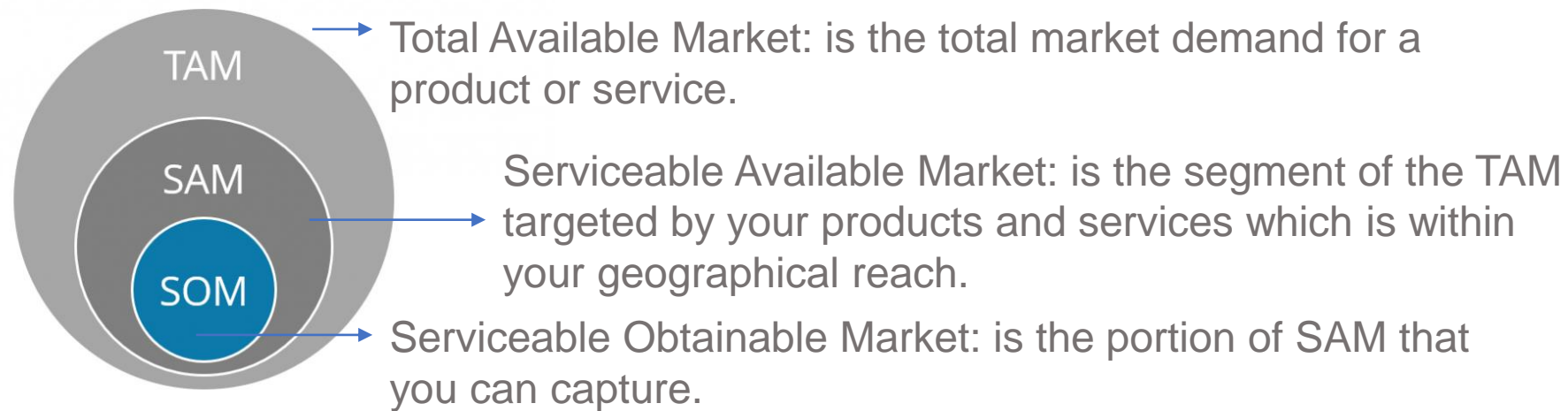
- Explain.
- How you are going to generate your revenue.

Examples:



Go to market plan

- How you are going to reach your customers.
- How you are planning to take a share of this market.



Competitive Analysis

- Provide a complete view of the competitive landscape

Example table:

	My company	Other company / Competitors	Other company / Competitors	Other company / Competitors
Factors Example: Price	✓			
Factors Example: Availability	✓	✓		✓
Factors Example: Reachable	✓	✓	✓	✓
Factors Example: product/Service	✓	✓	✓	✓
Factors Example: Quality	✓	✓	✓	

Management team

- Put the key players of your management team with their positions.
- Add if you have a board.
- Add if you already have major investors.

Financial projections and key metrics

- Provide a three year forecast.
- Key metrics (numbers money – customers – conversion rate - ...)

*Make it visual – Chart is a good option

Current status, Accomplishments to date Time line and use of fund

- Explain the current status of your product.
- Your expected product development plan.
- How you are planning to use the money you are trying to raise.

Thank you all

- Provide company name
- Your name
- Address
- Email
- Contact number