

# INVESTOR PITCH DECK TEMPLATE

KERALA STARTUP MISSION

# How to use this Template

Investors focus

What should be in the slide

## INVESTORS' TAKEAWAY

- Context
- 30K-feet overview
- Builds Curiosity

## AVOID

- Abstractness
- Jargon
- Long sentences

## BEST PRACTICES

- Keep it simple
- Make it concrete
- Use visuals
- Limit to < 15 words

Avoid these mistakes

Best practices for this slide

## ONE LINE INTRO ABOUT STARTUP

'A simple and crisp one-liner that explains what your business does. It explains the what` but not the 'how and why.'



We empower restaurants to excel in online food delivery business

An example slide of a startup

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# ONE LINE INTRO ABOUT STARTUP

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We empower restaurants to excel in online food  
delivery business

## INVESTORS' TAKEAWAY

- Empathy
- Clarity on product-market-fit
- Urgency to solve problem

## AVOID

- Abstractness
- Jargon
- Talking about multiple problems

## BEST PRACTICES

- Use stories
- Humanize
- Share how you found the problem

# THE PROBLEM

What is the problem you are trying to solve and for whom? The problem should resonate with the audience. Explain current solutions and their ineffectiveness.

**It's 2007, and it's *still* a pain to...**

- Work on multiple computers
- Share files across a team
- Put photos, video onto the web
- Protect files from loss



## INVESTORS' TAKEAWAY

- Opportunity and market validation

## AVOID

- Talking about features
- Details
- Trying to sell the product

## BEST PRACTICES

- Talk benefits
- Clearly define the beneficiary
- Project scalability

# SOLUTION

Present your solution as the savior. Explain how it alleviates the pain of the customer, and the benefits it will provide. Project scalability and explain why, now is the right time.

**Solution** 3

**A web platform** where users can rent out their space to host travelers to:

- SAVE MONEY**  
when traveling
- MAKE MONEY**  
when hosting
- SHARE CULTURE**  
local connection to the city

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## INVESTORS' TAKEAWAY

- Understanding of scalability and opportunity size of market
- Idea of future value (Unicorn)

## AVOID

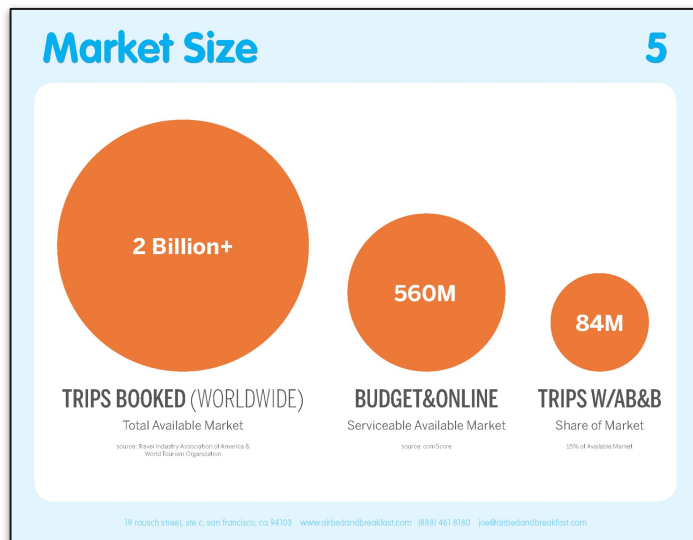
- Speculation
- Engineering data to support your hypothesis

## BEST PRACTICES

- Make TAM SAM SOM qualitative (persona) and quantitative
- Have reliable sources for data points

# MARKET AND SIZE

What is the size of your market? Define the ideal customer and showcase potential numbers.



## INVESTORS' TAKEAWAY

- Lends credibility
- Convinces on need for the product

## AVOID

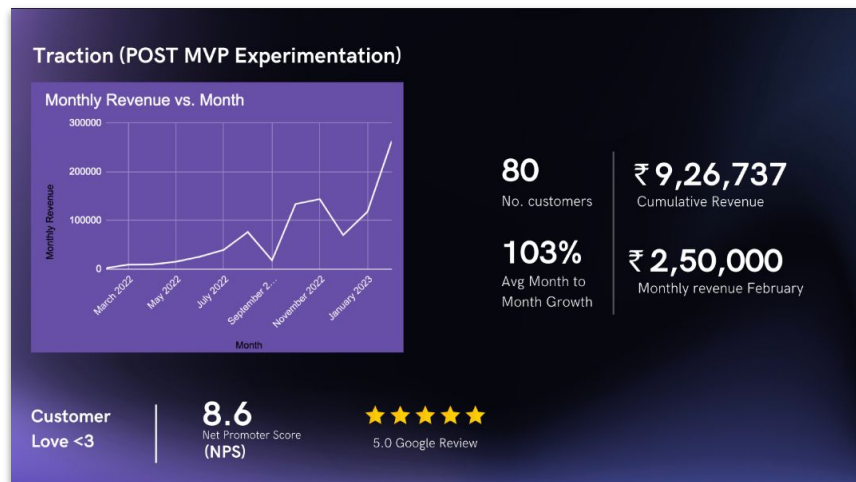
- Bloating numbers
- Extrapolation
- >5 metrics
- Unsubstantiated claims

## BEST PRACTICES

- Use KPIs
- Share customer testimonials
- Show company journey

# TRACTION/JOURNEY SO FAR

Showcase your achievements. Find the most important metrics to define growth, and project them. Highlight the results of beta tests, pilots, and market surveys etc.



## INVESTORS' TAKEAWAY

- Credibility
- Calculation of results
- Confidence

## AVOID

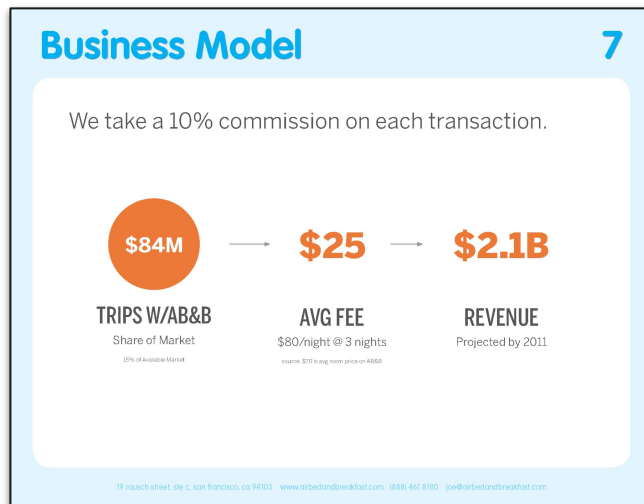
- Sharing unsustainable or irrelevant streams
- Pricing very low or very high to show saleability

## BEST PRACTICES

- Focus on main revenue streams alone
- Clearly define payment model

# BUSINESS MODEL

How will you generate revenue? Who will pay for it? Are there multiple streams? If so, which ones do you want to focus on?





## INVESTORS' TAKEAWAY

- Confidence in your growth strategies
- Clarity on messaging and target segments

## AVOID


- Tactical discussions
- Presenting without researching on competition strategies

## BEST PRACTICES

- Craft a time-bound strategy
- Use validated data to explain your plans

# GO-TO MARKET STRATEGY

How will your customers know, and access your product?  
How will you find them and how will they find you? What channels will you use to deliver? How do you plan to do things differently and what is the roadmap for rapid growth?

Go To Market			
			foaps™
<b>Events</b> Effective for sales & Marketing	<b>Inside Sales</b> Effective for sales & Marketing	<b>Referrals</b> Low CAC high free to paid conversion	<b>Inbound Signup</b> Highly Scalable & less onboarding effort
<b>Events to Exhibit:</b> 	<b>Lead Generation Source:</b> 1. Social Media 2. Webinars 3. Events 4. Google Ads 5. Website  <b>No. of leads generated:</b> 250 leads per month though Meta Ads and the cost per leads ₹36	<b>33%</b> of our sales comes through referrals	<b>28%</b> of our customer signups are through Website  <b>Awareness Program:</b> 1. SEO 2. Blogs 3. Social Media 4. Webinars 5. Events 6. Google Ads 7. Website 8. Playstore Ads

## INVESTORS' TAKEAWAY

- Clarity on the working
- Increased credibility

## AVOID

- Technical narrations
- Going into details

## BEST PRACTICES

- Share a relevant use-case to explain
- Show the entire life-cycle

# THE PRODUCT

Explain how your solution works in a few words. Do not go technical, just an overview to understand the working of your business will suffice. Show a live demo, if relevant (and not time-consuming).



## INVESTORS' TAKEAWAY

- Trustworthiness, likeability, and coachability of the team

## AVOID

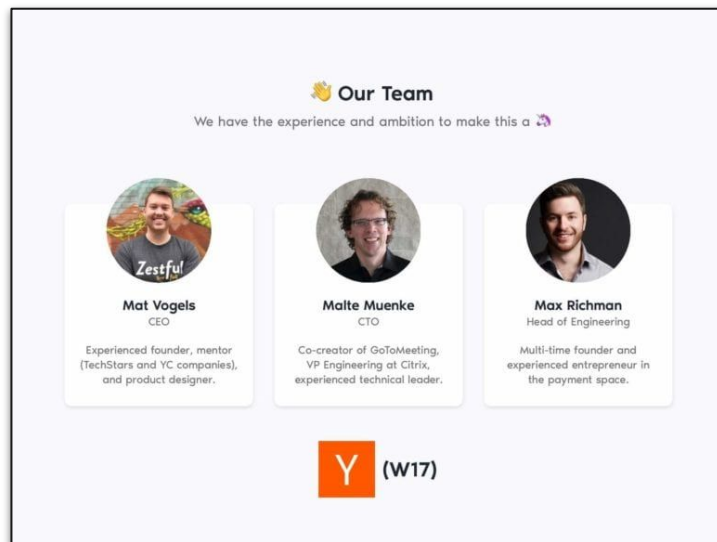
- Adding just names and photos for effect

## BEST PRACTICES

- Talk only about the core team
- Share information about relevant experience

# THE TEAM

Who are the key members of the team and more importantly, what skills do they bring to the table? Enumerate their specific roles in the business. Speak about relevant advisors/mentors.



## INVESTORS' TAKEAWAY

- Insight into financial health
- Potential to be a winner
- FOMO

## AVOID

- Speculation
- Projecting for more than 5 years

## BEST PRACTICES

- State assumptions
- Be data-driven
- Stick to 3-4 metrics
- Use graphs

# THE NUMBERS

What are the key metrics to evaluate your progress? Keep it simple, and focus on 3-4 important aspects; usually, revenue, expenses and EBITDA. Explain why you believe the investment will fuel rapid growth.



## INVESTORS' TAKEAWAY

- Insight into action in the field
- Confidence in sector

## AVOID

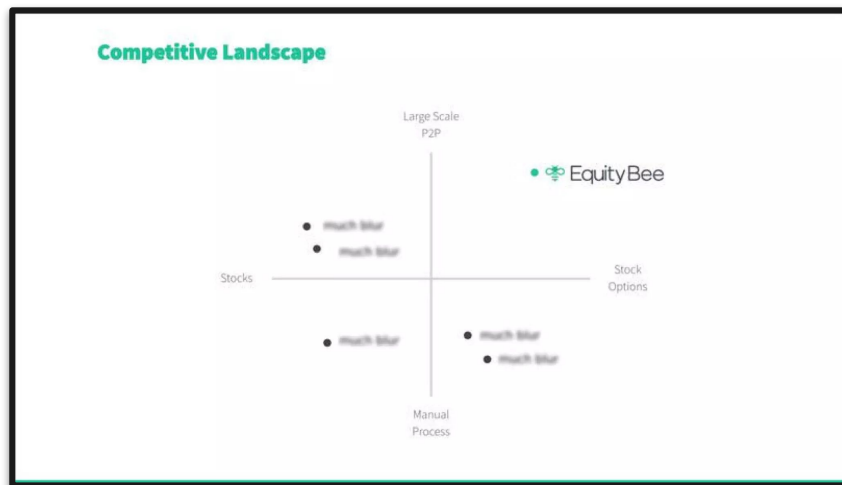
- Stating that you do not have any competition
- Comparisons based on features alone

## BEST PRACTICES

- Explore all types of competition/alternatives
- Use tables and visual comparisons

# COMPETITION AND ENTRY BARRIERS

Who/what is your competition? What are the potential alternatives for your customers to solve their challenges? What are the entry barriers? What stops someone from copying your business or entering it easily?



## INVESTORS' TAKEAWAY

- Understand how they can be part of the journey
- Fund usage reinforces clarity of founders

## AVOID

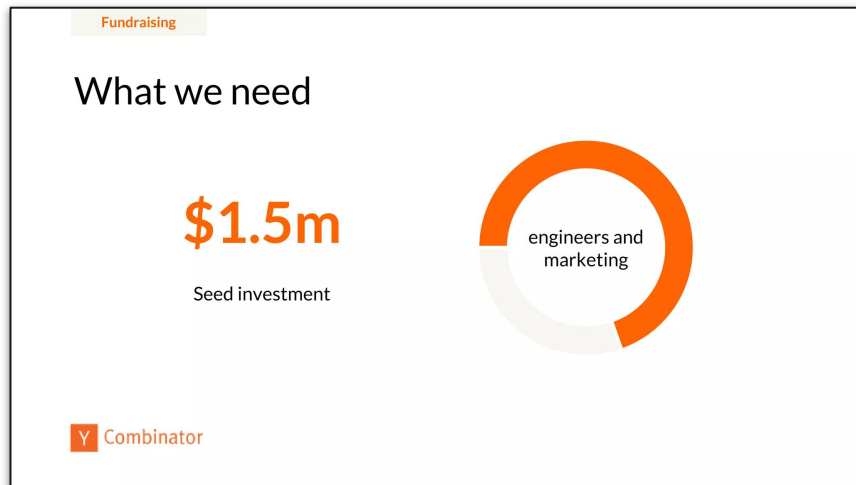
- Asking without having a specific usage
- Asking without a strong reasoning

## BEST PRACTICES

- Have a range for the ask
- Clear breakup of usage (ratio or absolute amounts)

# RAISE AND USAGE OF FUNDS

How much funds are you raising? What are the proposed uses of the fund raised? Show the investors a clear road map of raise and use Enumerate existing investments/investors.



## INVESTORS' TAKEAWAY

- Clarify questions/doubts
- Get more data to help with decision-making

## AVOID

- Replying, "We will get back to you later" for any question.

## BEST PRACTICES

- Have all data handy
- Carry hard copies of relevant documents.

# APPENDIX AND CARRY ALONGS

1. Financial and pricing models, 2. Market research data 3. Exit strategy. Carry printouts of your executive summary (A 2-page business plan doc).

### Attachment

- 1.
- 2.