

IDEA NAME

Purpose

Problem

Heading
Font: Arial (Bold)
Size: 44
Applicable to all slides

- Details of the problem/problems that you are going to address

Content
Font: Arial
Size: 18
Applicable to all slides

Solution (Product/Service)

- Details from a use case point of view
- Details of the solution, technical and non-technical

Value Proposition

- What value do you deliver to the customer (USP)?
- Which one of your customer's problems are you helping to solve?
- What bundles of products and services are you offering to each Customer Segment?
- Which customer needs are you satisfying?

Market Size

- Three metrics to describe the market you operates in — TAM (Total Addressable Market), SAM (Serviceable Addressable Market), and SOM (Serviceable Obtainable Market)

Competition & Market Adoption

- Who are the competitors?
- What is your competitive advantage?
- How do you penetrate to the market?
- Market adoption techniques

Revenue Model

- How do you make money?

Financials

- Investments required for the desired growth
- 6 months breakups or 2-3 years projections as per the stage of the start up

Growth Drivers & Key Success Factors

- What factors, both internal and external would make the business up?
- What are the metrics in evaluating the success of your business?

‘Ask’

The amount looking to raise, based on the projections

Team Members

Name with photos and
other details