

# 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