

Title Slide

On your first slide, you will need nothing but a logo or your teamname.

Introduce yourself & your team

Problem Statement

- Nothing sounds better than starting your pitch with a problem statement.
 - And if want your listeners to believe it?
 - Start it off with a story.
 - How big is the problem?
 - Can you relate it to someone who has the pain?
How many of people are like this person?

Solution

- The Solution is... Your Product / Service
- Right after name it, state your mantra
 - A Mantra is a tagline that summarizes your business in clear and concise framing of 2 sentences, not more.
- Clearly explain how you alleviate the pain
- Ensure that the audience clearly understands what you sell, and what is your value proposition to your customer.

How Does it work?

- Clearly explain in steps how your product or service works
 - Users Open the app / webpage
 - Users login
 - How do they pick the service?
 - How do they pay?
 - Users use your service... And are satisfied.

FACTS!

- Prove that your customers want you! Go out to the field.
 - Conduct surveys (Quantitative)
 - Interview / Talk to your customers (Qualitative)
 - Talk to your key partners
- Want to impress?
 - Great to add quotes from people you spoke with “... I would definitely pay...”
 - Even better? Tell us how much they said they are willing to pay!

SHOW YOUR VALIDATION DATA HERE

How do you make money?

- Clearly describe your business model
- What are your main revenue streams?
- What is your pricing strategy? Can you back it with your customer surveys?
- When do you forecast to breakeven?

Your Market – Your Marketing

- YOUR MARKET

- Who is your customer?
- Specify your target customer persona
- How big is your market?
- Tell your addressable market size.
- Explain how you got them
- Who is your competitor?
- How and why are you better?

- MARKETING

- What is your market-entry strategy?
- How are you going to reach your early adopters?
- What is your customer acquisition plan?
- Even though your business idea is promising and scalable, you must elaborate on the small steps you will execute to successfully enter the market.