

Slide 1

Problem

You need to be able to **explain the problem** your concept is going to solve.

Further, you need to prove **why investors should care about** solving it with your product or service.

Slide 2

Solution

This is the 'value proposition' you are bringing to the table.

It should solve the problem you just mentioned.

If you have a demo of your product, this is the time to show it.

Include any case studies to show that your product has worked for existing customers.

Slide 3

Marketing/Sales

You'll want to show the **market size** for your product.

This can include profiles of target customers, but be prepared to answer questions about the cost of acquiring these customers.

Not knowing this information is a red flag to investors.

If you already have sales, you can discuss your growth and forecast future revenue.

Slide 4

Projections or Milestones

It is difficult to create financial projections for a startup.

If you don't have a long financial history, your **forecast** is really just an educated guess.

Instead, you should present the milestones that you've already reached. For instance, include that you acquired 1,000 customers by X date, that you have a partnership with company Y, that you signed a major customer or that you will be cash flow positive by Q3.

Slide 5

Competition

Every business has competition even if you think you're offering something new and unique.

List your **competition and why your product/service is different** from their model.

If your competitors have been acquired, list acquisition prices and who acquired them.

Value Proposition

- Features of innovation that people will value over what is currently available
- What differentiates it?
- What is the unique selling point (USP)?
- Why hasn't someone already done this?

Target Market

- Think about the demand side
- Who is going to value this?
- Be very targeted.
- Need to think of the channel to reach those audience
- Online advertising? TV or point of sale adverts?
- Think of mechanisms you will use to interact with your customers
- Think how the value created in the business proposition is appreciated by the target market