

Pitch Deck Template
for Indian Start-ups

2020

Drafted by
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**Please note that the drafted template/ format of
PITCH DECK is for early investment/ generalized
Business Idea**

Depending upon Product(s)/ Process(es) and Services,
Sector, Industry, Round of Funding, it may differ

Startup LOGO

Project Title and/or Start-up Company's Name
(Website)

Year of Incorporation (In case of company)

NAME OF THE FOUNDER/ PROMOTER:

EMAIL:

PHONE:

DATE: (last updated)

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Elevator pitch

Describe the 1. Product, 2. Process and/or 3. Service

How you are connected with ?

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Team & Key Advisors/Mentors (pictures may be inserted with different format)

Name	Proposed/ Designation	Qualifications	Experience Summary	Key Skills
	Director			
	Director			
	Director			
	Director			
	CXO			
Dr. V K Arora	Advisor	D.Phil., MIBM, BE (Electronics)	https:// www.vkarora.com	Entrepreneurship & Business Development

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Problem/ Opportunity

Problem(s) solving through Start-up

What are the top problems you are trying to solve for your customers/new opportunity that you have identified?

Solutions available in the Market

What are the existing alternatives to address the problem? Identify the main competition and their limitations.

What is YOUR solution/ technology?

List down top features of your solution that will address the problems you have listed

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Current Status/ Stage

Start-up Stage

1) Idea

2) PoC/ PoV

3) Prototype

4) MVP

5) Ready Product

6) Death Valley (Coordinates??)

7) Recovering (Death Valley)

8) Revenue Generating

9) Acceleration

10) One Product Settled

11) Product Diversification

12) Investment (Stages ?)

Mention about the current status of your startup/ technology/ product. If more than one stage, as mentioned above; state hybrid positioning.

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Unique Value proposition and/or WoW Factor

What are the key benefits your product/service will provide to customers?

Competitive Advantage (mainly cost advantage vs. differentiation)

Competitive Advantages [Gain – Maintain – Exploit]

Why customers will buy your product?

Awards/ Recognition Received

Awards and recognition received from Government/ Reputed Organizations

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Customer Segments & Market Size

For whom are you creating value for? If relevant, segment customers based on needs/ behaviours/ other traits.

What are the market sizes?

What is the value to the consumers?

TAM – SAM – SOM

CAC & LTV

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Growth Channels

Paths proposed to be taken to reach your target customer segments for

- i) Awareness*
- ii) Acquisition*
- iii) Activation*
- iv) Retention*
- v) Referral and*
- vi) Revenue*

**These can be your own or partner channels. If its Partner's Channel,
*List them***

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Key Metrics/ Validations (as per industry & products)

Key Performance Indicator (KPIs)

- i) Booking & Revenue (current and last FYs)*
 - ii) Recurring Revenue & Total Revenue (ARR/ QRR Vs. total revenue)*
 - iii) Total Contract Value (TCV) or Total Transaction Value (TTV) Annual/ Qtr*
 - iv) Unearned and Deferred Revenue*
 - v) Active User (DAU, MAU) and Churn Rate (DCR, MCR)*
 - vi) Compounded Annual Growth Rate (CAGR) and CMGR*
 - vii) Ticket Size (sale by given customer) and Gross Merchandised Value (GMV)*
 - viii) Burn Rate (Death Valley) Monthly – Qtr – Annual*
 - ix) Cohort Analysis (ratios)*
- etc..*

Key Result Areas (KRAs)

Major Areas that require exceptional performance to survive or to obtain a competitive position

Note:- KPI and KRA go parallel

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Revenue Streams/ Model

How are you or going to make your money? Mention all the channels (Present – Future)

Link to customer segments & value propositions.

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Pre-Money Evaluation (if available)

Investment Required in INR or USD

Future Major Plans

Proposed Utilization of Investment

1. (Along with time)
2. (Along with time)
3. (Along with time)

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24 month plan

**Break down your key metrics in 24 months plan
Current stage of product development & plan for next 24
months, along with milestones targeted.**

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Other expectations Start-up is looking for from Investor(s) other than Investment?

- 1.
- 2.
- ...
- ...

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Lean Canvas Summary

Problem <i>Top 1-3 problems</i>	Solution <i>Top 3 features</i>	Unique Value Proposition <i>Single, clear, compelling message that states why you are different and worth paying attention</i>	Unfair Advantage <i>Can't be easily copied or bought</i>	Customer Segments <i>Target customers</i>
	Key Metrics <i>Key activities you measure</i>		Channels Path to customers	
Cost Structure Customer Acquisition costs Distribution costs Hosting People, etc.			Revenue Streams Revenue Model Life Time Value Revenue Gross Margin	

Good Luck for your Start-Up

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