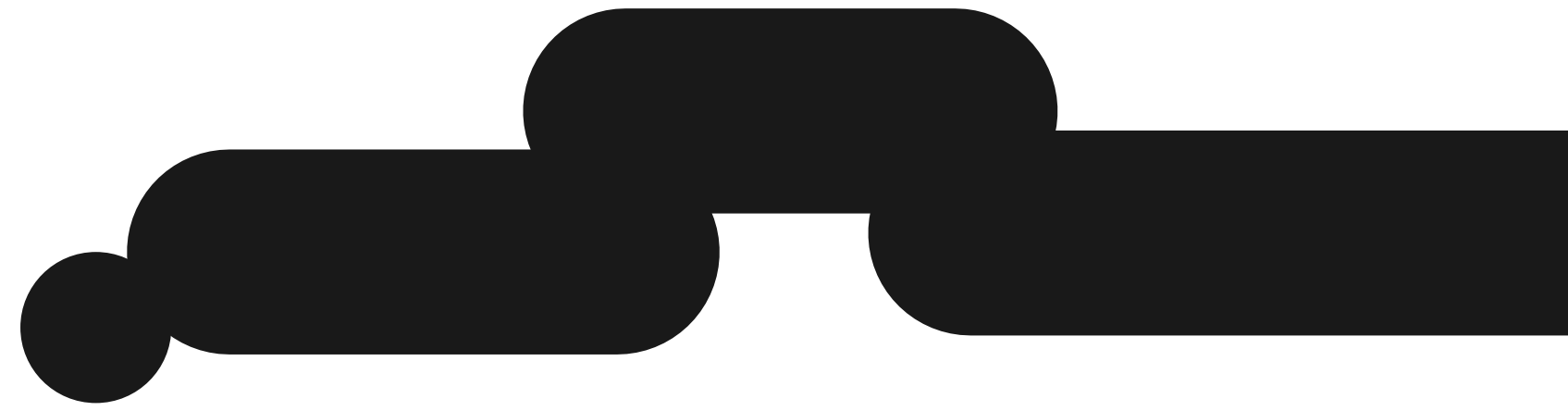


**YOUR  
LOGO**



# Your Brand Name

Sub-name, tagline, etc

Vision/Solution it offers



# Agenda



Tip: Use links to go to a different page inside your presentation. Links work best for pages like this one!



How: Highlight text, click on the link symbol on the toolbar, and select the page in your presentation that you want to connect.

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*Thank you!*

**01** Problem

**02** Problem Statistics

**03** Solution

**04** Key Metrics

**05** Unique Value Proposition

**06** High-Level Concept

**07** Unfair Advantage

**08** Channels

**09** Consumer Segments

**10** Early Adopters

**11** Cost Structure

**12** Revenue Streams

industry you serve

# Write problem statement(s) here

Sell the problem before pitching the solution. This approach is one of the most effective ways to capture an investor's interest and prime them for your pitch



Insert an image of your choice

# Share problem statistics



In this section, explain in detail what the business does. The goal is to convince potential investors that the business is a viable endeavor. What is the business's main product or service? How does it work? Will it offer a range of different product categories or services? What type of customers is it trying to reach? How is it new or different from other businesses in the field?

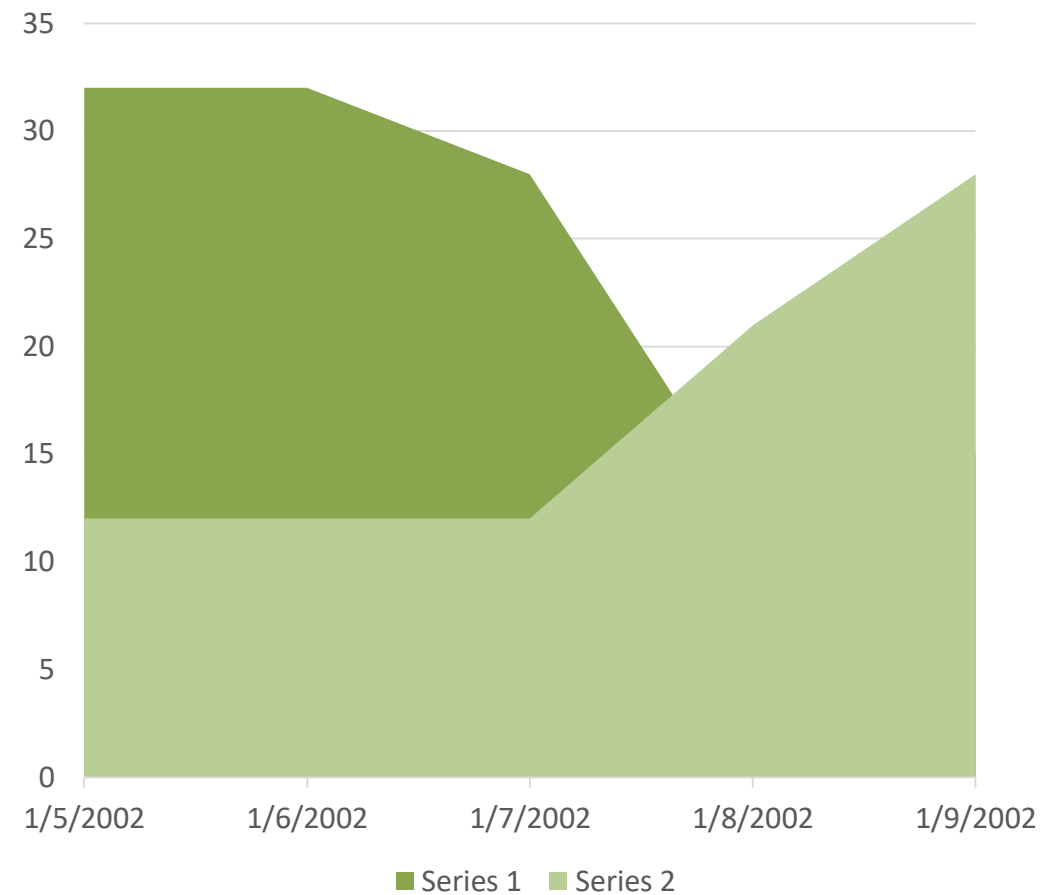
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Thank you!



## Unique Problem in Your Industry

Describe the problem briefly highlighting the areas where your solution will stand out.

Chart Title



## Your Industry

In this section, write about the broader industry your business is in. Specify what industry it is - where it is, how big it is, what its general characteristics are, and what the usual products and services are available. What is the industry's history and what are its usual trends? Do you see new patterns developing? Give a prediction or outlook about where the industry is headed.

# Target Market Size

**?** In this section, detail the specific market you are targeting. If it is a sizeable market, you may group your target audience into categories. You can also take into account the geography of your target market - if the business is an online endeavor or if it has physical locations. Besides geography, consider the audience's gender, race, educational level, and other demographic data.

[Kindly delete this note after editing this page. Thank you!](#)

## User Persona

Duplicate the table as you analyze other personas

	Goals	Challenges
	<ul style="list-style-type: none"> <li>graduate with honors</li> <li>find a job</li> <li>build his own PC</li> </ul>	<ul style="list-style-type: none"> <li>heavy academic load</li> <li>keeps to himself</li> <li>inconsistent study habits</li> </ul>
Gabriel Shelby	Likes	Dislikes
<p>21 years old He/him University student Whelton City</p> <p>Gabriel is a graduating university student with a huge interest in computers and games.</p>	<ul style="list-style-type: none"> <li>computer games</li> <li>video calls</li> <li>racing</li> </ul>	<ul style="list-style-type: none"> <li>pineapples on pizza</li> <li>shopping for clothes</li> <li>waiting in line</li> </ul>
	Personality	Products They Enjoy
	<ul style="list-style-type: none"> <li>loud</li> <li>decisive</li> <li>uncompromising</li> </ul>	<ul style="list-style-type: none"> <li>The Plew games</li> <li>Hodges app</li> <li>Strews Inc sneakers</li> </ul>

Serviceable Obtainable Market (SOM)

**➔ 12.3 Million**

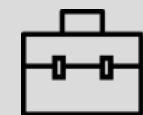
Serviceable Available Market (SAM)

**➔ 57 Million**

Total Available Market (TAM)

**➔ 1,8 Billion**

# Offer the solution your product/service pitches



solution one

Explain your solution. In both quantitative and qualitative manner.



solution two

Explain your solution. In both quantitative and qualitative manner.



solution 3

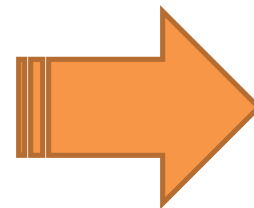
Explain your solution. In both quantitative and qualitative manner.



How are you addressing the problems your target marketing is facing?

Kindly delete this note after editing this page. Thank you!

Describe your business model in clear words on the next page



Explain how your business generates revenue and sustains profitability. Include details about your pricing strategy, target customers, revenue streams, and scalability. Use visuals like diagrams or flowcharts to make the model easy to understand

[Kindly delete this note after editing this page. Thank you!](#)

## Problem

What problems are people facing? List their top 3 frustrations.

## Existing Alternatives

How are these problems solved today? This can be a direct competitor to what you are offering or the existing ways people are employing to address their problems.

## Solution

How will you solve these problems? Write down a solution for each problem.

## Key Metrics

How will you measure the success of your product or service? List the key metrics.

## Unique Value Proposition

How will you turn an unaware visitor into an interested customer? Create a clear and compelling one-liner message you want to send across.

## High Level Concept

How does your product or service fit into the grand scheme of things?

## Unfair Advantage

What separates you from competitors? What makes you ahead of the pack?

## Channels

How will you reach your target consumers? Direct marketing, social media, ads, partnerships — identify the effective ways to reach them.

## Customer Segments

Create 3 to 4 personas of the people you can help. Visualize these people who will turn to you for solutions to send across.

## Early Adopters

What are the specific characteristics of your early adopters?

## Cost Structure

What are the fixed and variable costs to launch your product or service? Consider the cost at each stage from setting up a website, hiring employees, production, marketing, and bringing them to consumers.

## Revenue Streams

What money sources will grow your money? How will you generate income? Show a pricing model of your product or service and include other revenue sources, such as sales and subscription fees.



# Competitive Analysis: Existing Alternatives



Quick brief here of who your competitors are and how prominent they are in the industry. Show an analysis of their strategies for sales, branding, and marketing.

[Kindly delete this note after editing this page. Thank you!](#)

## Competitor 01

Duplicate the SWOT table as you evaluate other competitors.

<b>Strengths</b>	<ul style="list-style-type: none"><li>• affordable products</li><li>• well-known brand</li><li>• multiple store locations</li></ul>
<b>Weaknesses</b>	<ul style="list-style-type: none"><li>• low product quality</li><li>• limited online presence</li><li>• products have a generic style</li></ul>
<b>Opportunities</b>	<ul style="list-style-type: none"><li>• increasing interest in online gaming</li><li>• thriving industry for computer accessories</li><li>• growing number of work-from-home employees</li></ul>
<b>Threats</b>	<ul style="list-style-type: none"><li>• many competitors</li><li>• rise in online shopping</li><li>• growing preference for quality products</li></ul>

## Competitor 02

Duplicate the SWOT table as you evaluate other competitors.

<b>Strengths</b>	<ul style="list-style-type: none"><li>• affordable products</li><li>• well-known brand</li><li>• multiple store locations</li></ul>
<b>Weaknesses</b>	<ul style="list-style-type: none"><li>• low product quality</li><li>• limited online presence</li><li>• products have a generic style</li></ul>
<b>Opportunities</b>	<ul style="list-style-type: none"><li>• increasing interest in online gaming</li><li>• thriving industry for computer accessories</li><li>• growing number of work-from-home employees</li></ul>
<b>Threats</b>	<ul style="list-style-type: none"><li>• many competitors</li><li>• rise in online shopping</li><li>• growing preference for quality products</li></ul>

## Competitor 03

Duplicate the SWOT table as you evaluate other competitors.

<b>Strengths</b>	<ul style="list-style-type: none"><li>• affordable products</li><li>• well-known brand</li><li>• multiple store locations</li></ul>
<b>Weaknesses</b>	<ul style="list-style-type: none"><li>• low product quality</li><li>• limited online presence</li><li>• products have a generic style</li></ul>
<b>Opportunities</b>	<ul style="list-style-type: none"><li>• increasing interest in online gaming</li><li>• thriving industry for computer accessories</li><li>• growing number of work-from-home employees</li></ul>
<b>Threats</b>	<ul style="list-style-type: none"><li>• many competitors</li><li>• rise in online shopping</li><li>• growing preference for quality products</li></ul>

# Marketing Plan



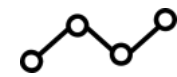
How will you reach your target consumers? Direct marketing, social media, ads, partnerships — identify the effective ways to reach them.

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Thank you!



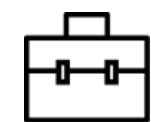
marketing channel 01

Talk about your top marketing channel and how will you reach the customer



marketing channel 02

Talk about your top marketing channel and how will you reach the customer



marketing channel 03

Talk about your top marketing channel and how will you reach the customer

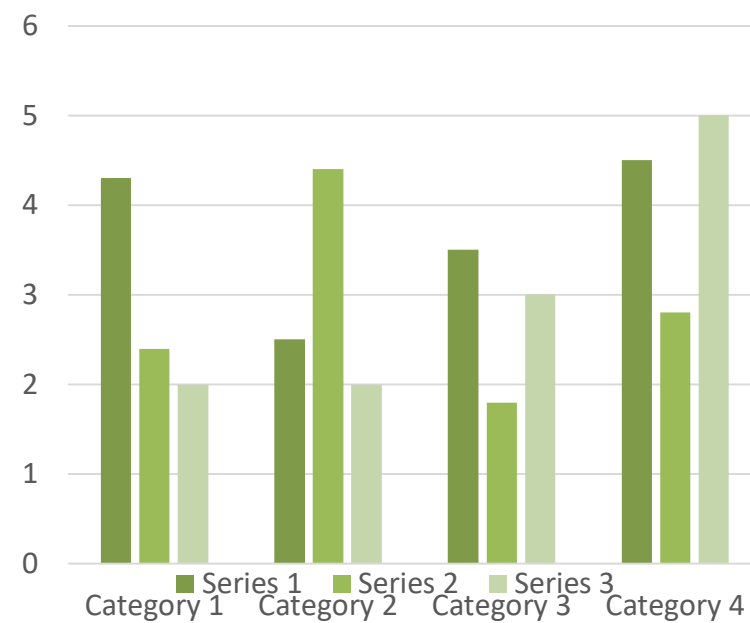
# Financial Projections



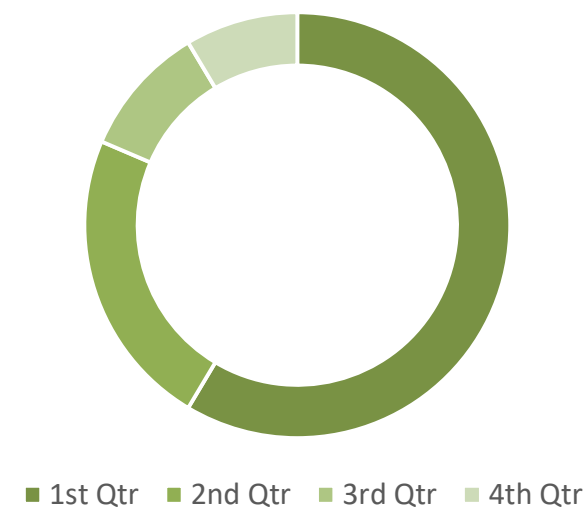
Provide a clear breakdown of your revenue, expenses, and profit projections for the next 3-5 years. Use charts or tables to showcase key figures, trends, and assumptions. Highlight growth opportunities and expected ROI to support your business plan.

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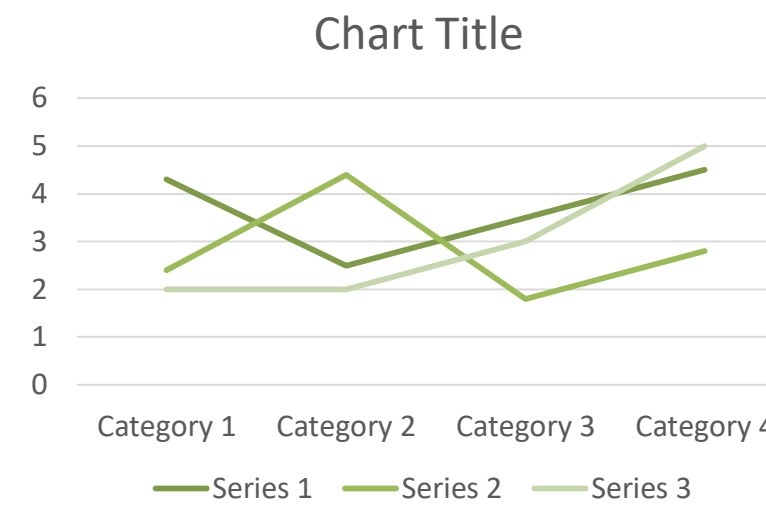
### Projected Revenue



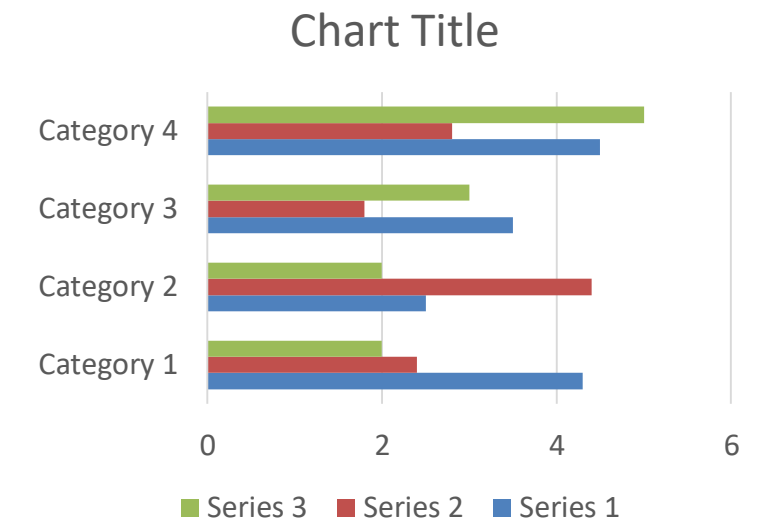
### Anticipated Profit Margin



### Operational Costs



### Gross Profit



[Write here](#): Describe the potential in your idea (while touching on the investor's portfolio and expertise) which will help you take these numbers to the new heights.

# Capital Raise

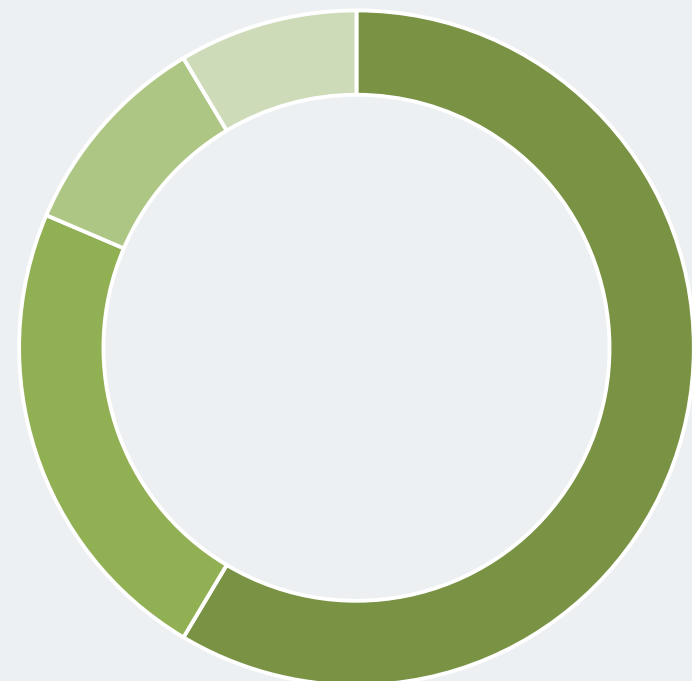
We're willing to give up **XX%** share in-exchange for **\$XX0,000** investment.



Clearly state your company's past performance and your evaluation. This is the part where you'll explain how much percentage you're willing to give up for what amount.

Kindly delete this note after editing this page or write additional notes. Thank you!

Insert an image of your choice



■ 1st Qtr ■ 2nd Qtr ■ 3rd Qtr ■ 4th Qtr

**\$XX0,000**

Mention your total company worth based on your past performance.

**\$XX0,000**

What's your asking for XX% share of your company

# Capital Allotment

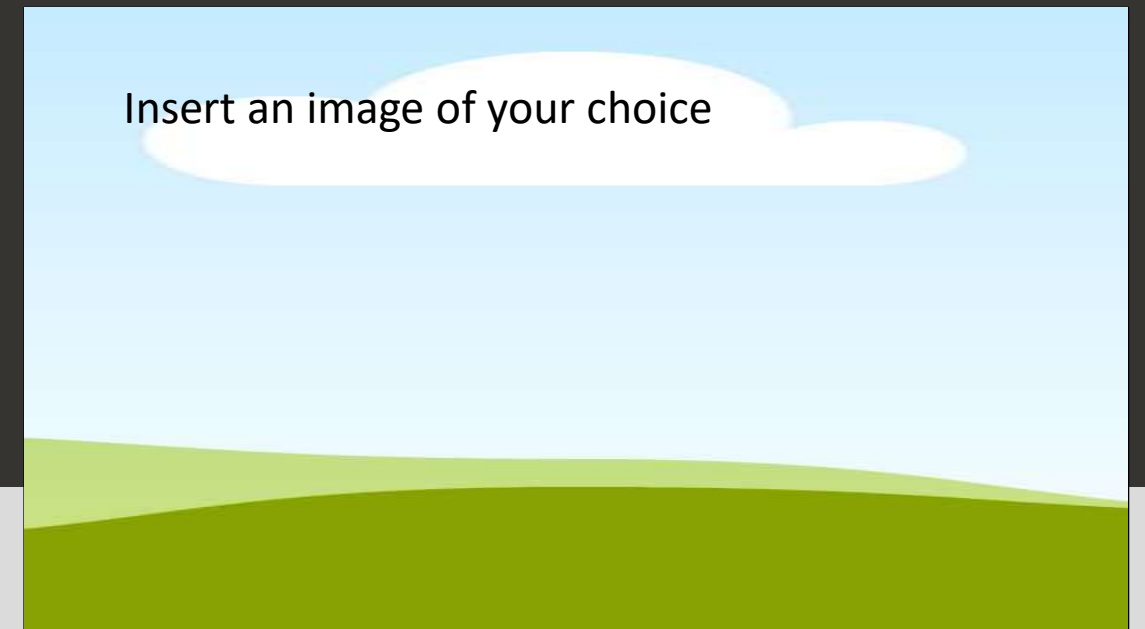
We are seeking **\$xx,xxx** to scale our operations. Funds will be allocated to do this, that, and that.



Clearly state the amount of funding you are seeking and specify how it will be allocated (e.g., product development, marketing, operations). Highlight why this investment is critical for achieving your business goals and driving growth.

Kindly delete this note after editing this page or write additional notes. Thank you!

Insert an image of your choice



**\$XX0,000**

What you will use this chunk for

**\$XX0,000**

What you will use this chunk for

**\$XX0,000**

What you will use this chunk for

# Risk Analysis



It's crucial to show that you've considered the challenges and threats that could impact your success—and how you plan to overcome them.

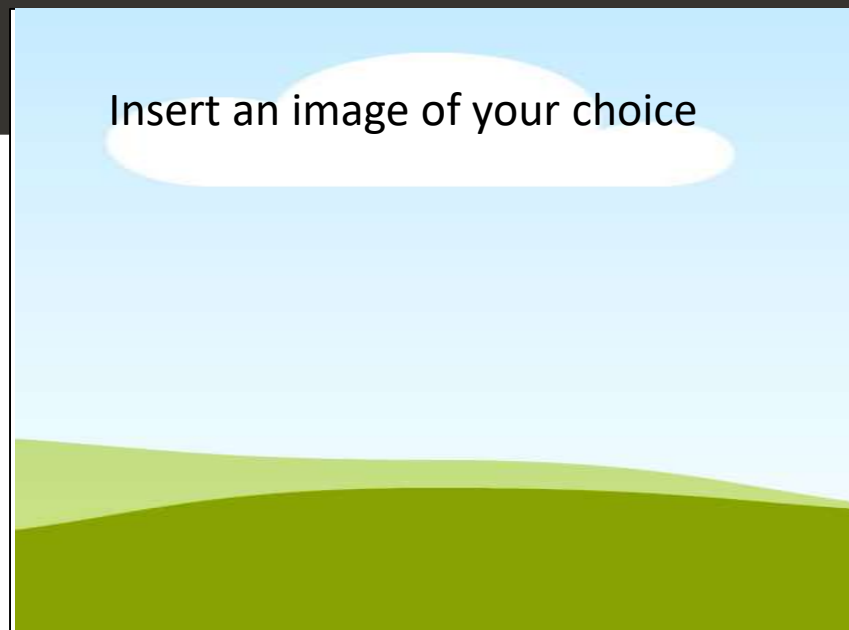
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- Market Competition
- from established players
- Market Competition
- from established players

## Potential risks include :

- Market Competition
- from established players
- Market Competition
- from established players

Insert an image of your choice



Write here: Explain how you would control risks and entrance of new financially stable market players from taking over your target market. Also shed some light on the USP of your business that make you future proof.

# Team Overview

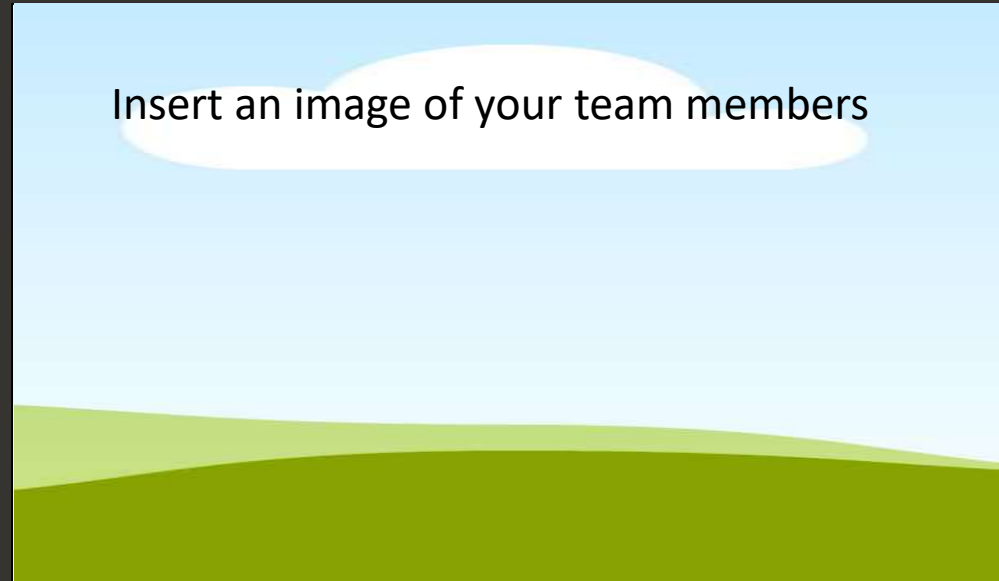


Introduce your core team members with their names, roles, and key expertise. Highlight their relevant experience and unique contributions to the project or business. Use this section to build confidence in your team's ability to execute the vision

[Kindly delete this note after editing this page or write addition notes. Thank you!](#)

## DANISH ALEEM, CEO

Brief intro about their industry, years of experience and expertise

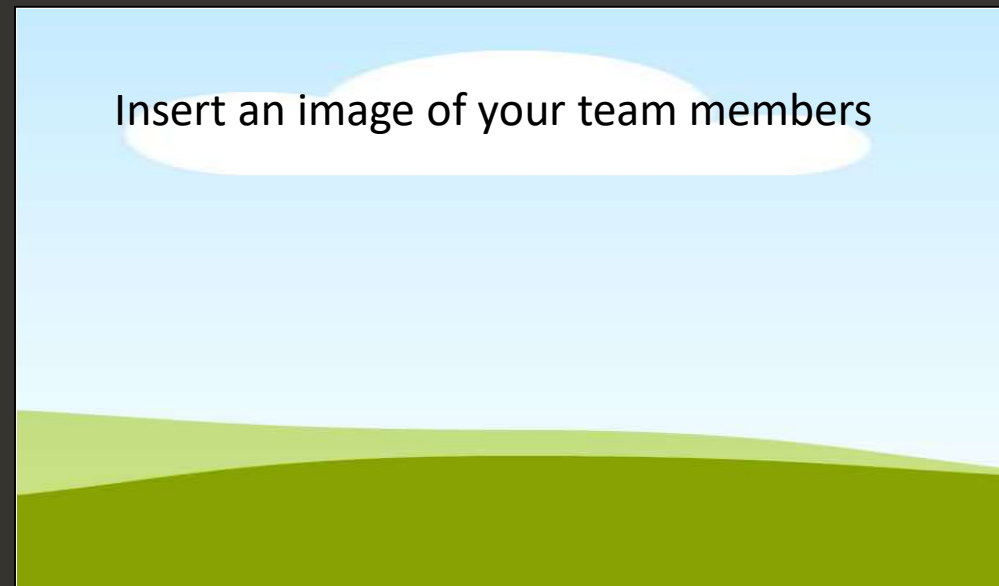


## Career Highlights

- Achievement 01
- Achievement 02
- Achievement 03

## ARSALAN KHAN, CMO

Brief intro about their industry, years of experience and expertise

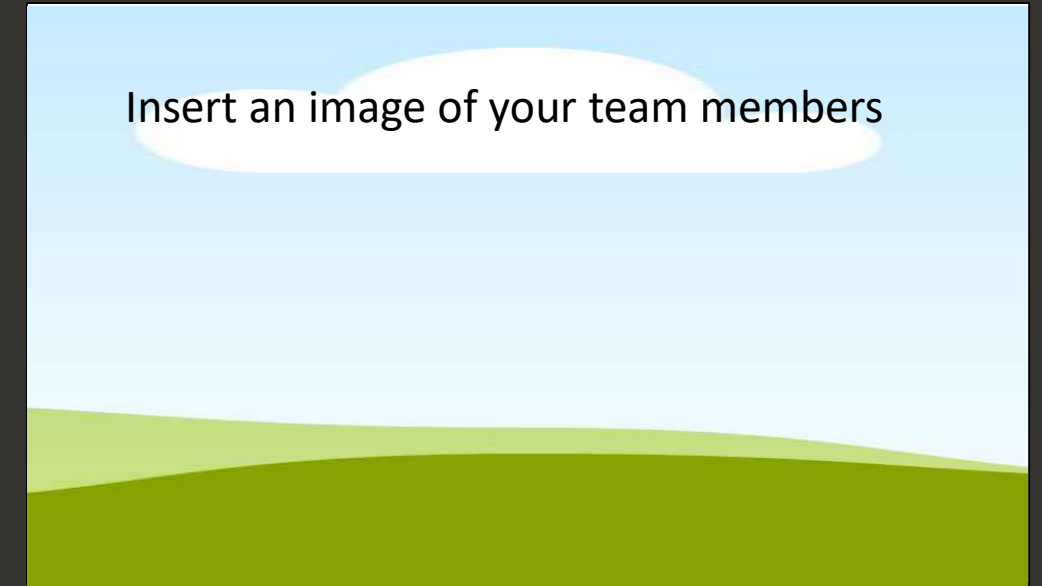


## Career Highlights

- Achievement 01
- Achievement 02
- Achievement 03

## SARA ALI, CTO

Brief intro about their industry, years of experience and expertise



## Career Highlights

- Achievement 01
- Achievement 02
- Achievement 03

# Resource Page

Use these design resources in your  
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feedback.”

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Thank you  
for considering  
**Your Brand Name** here.

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We're excited about the opportunity to partner with you for  
the betterment of “your industry”