



# PITCH DECK

A SAMPLE TEMPLATE TO HELP YOU CHART YOUR STARTUP  
IDEA



# WHAT IS A PITCH DECK?

- A pitch deck is a brief presentation that gives potential investors or clients an overview of your business plan, products, and services.

# Executive Summary

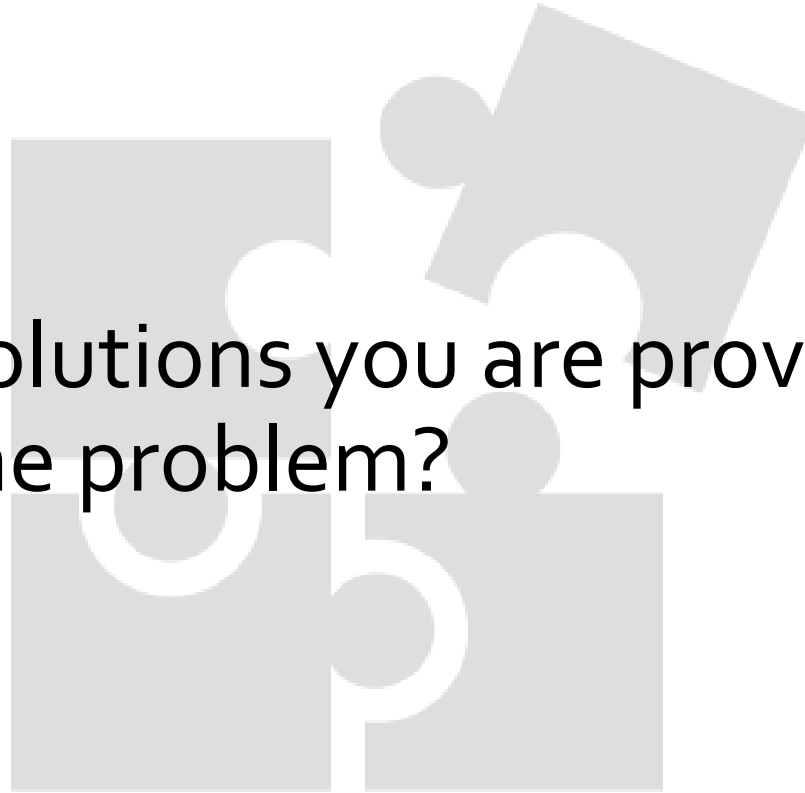
- Give a brief introduction about your startup.

# PROBLEM

- Highlight the problem your product or service is solving for a new potential market.
- Also, Validate the problem with real-life examples.

# SOLUTION

- What solutions you are providing to solve the problem?




# Strategic Vision/Value Proposition

- What is the feature or benefit of a product/service that makes it a unique selling point or value proposition?

# COMPETITION & BARRIER TO ENTRY

- Who are already there in the market as your competitor?
- How easy is it to replicate your solution?
- What category of competitors do you belong to?

# YOUR PRODUCT AND SERVICE

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- Explain how your product/service adds value.
  - Try and explain in layman's terms so that people will understand it properly.



# Market Analysis

- The size of the market vs the percentage you are targeting A granular profiling of your customer
- For Ex: age, geography, purchase habits, and personal traits What channels will you use to get to this market?

# Product, Technology, IP Strategy

Once you understand which type of intangible assets you have, focus on the best type of protection for them; different types of intellectual property are important for different aspects of a business. There are four main types of intellectual property rights:

- **Patents**

There are two types: design patents and utility patents. They are typically used to protect novel inventions.

- **Trademarks**

Trademarks are used to protect brand identity to stop imitators from passing off as your company. They are typically used to protect the name of a company or a product e.g. Dyson or Dyson Supersonic.

- **Copyright**

Copyright is used to protect musical, literary, dramatic and artistic works e.g. pop songs and films. For a company's creative output, it can include brochures, whitepapers, photographs, computer programs or music in advertisements.

- **Trade secrets**

Trade secrets last for an indefinite amount of time and in every jurisdiction, however, they are only valuable if you keep it a secret. Once the secret is out it is no longer protected. A great example is Coca-Cola's secret recipe which has remained a trade secret for 125 years. Many organizations choose not to patent but instead keep a trade secret. In the US, you can patent a trade secret later if you decide you are not ready to patent yet.

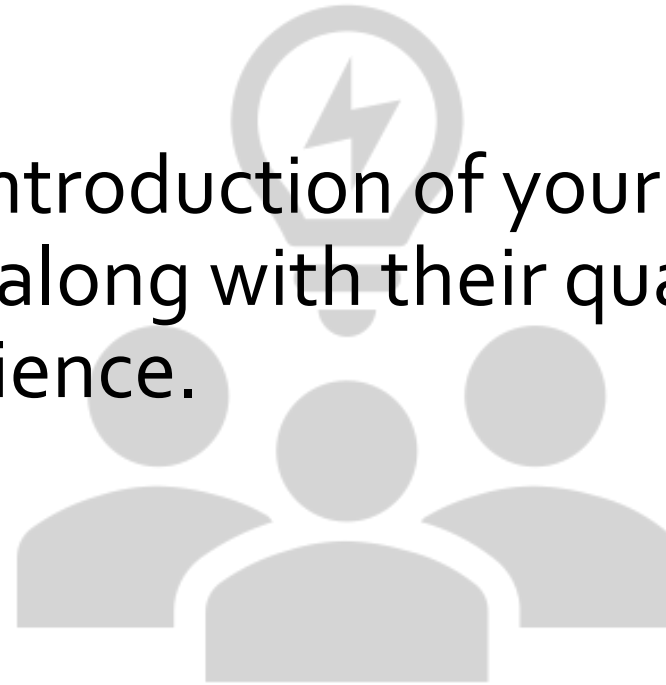
- Describe if you intend to file a patent in the coming few months.

# Financial Plan

- Provide a two-year forecast containing not only the rupee but also key metrics, such as the number of customers and conversion rate.
- Do a bottom-up forecast. Take into account long sales cycles and seasonality Making people understand the underlying assumptions of your forecast is as important as the numbers you've fabricated.

## MANAGEMENT TEAM

- Write an introduction of your team members along with their qualifications and experience.



# Expectation from SIIF

- Write about your expectation and what you need from SIIF.

**THANK YOU**

A yellow speech bubble with a pointed tail at the bottom right, set against a solid blue background. The words "THANK YOU" are cut out of the bubble in a bold, sans-serif font, revealing the blue background behind the text.