

# **Pitch Deck Template** **for Indian Start-ups**

**2019**

**Drafted by**  
**Dr. V. K. Arora**  
<https://www.linkedin.com/in/vkarora/>

**Please note that the drafted template/ format of  
PITCH DECK is for 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)

# Startup LOGO

## Elevator pitch

Describe the

1. Product
2. Process
3. Service

You are developing/ have developed

And

1. Its' value proposition in a very brief manner
2. Picture and Specifications/

# Startup LOGO

## Team & Key Advisors/Mentors

Name	Proposed/ Designation	Qualifications	Experience Summary	Key Skills
	Director			
	Director			
	Director			
	Director			
	CXO			
Dr. V K Arora	Advisor	D.Phil., MIBM, BE (Electronics)	<a href="https://www.linkedin.com/in/vk-arora/">https://www.linkedin.com/in/vk-arora/</a>	Entrepreneurship, Startups and Business Development

# Startup LOGO

## 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.*

# Startup LOGO

## Solution/ Technology

What is YOUR solution?

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

# Startup LOGO

## Current Status/ Stage

### Start-up Stage

1) Idea

2) Prototype

3) PoC/ PoV

4) Ready Product

5) Death Valley (Coordinates??)

6) Recovering (Death Valley)

7) Revenue Generating

8) Acceleration

9) One Product Settled

10) Product Diversification 11) Investment (Stages ?)

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

# Startup LOGO

## Product Demo

Share any pictures, videos or YouTube links or actual demo of your product. Confidential and Finer details are not to be shared.

# Startup LOGO

## 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*

# Startup LOGO

## 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?*

## Channels

*Awareness | Purchase | Sale | Distribution | After Sale Service*

*These can be your own or partner channels – List them*

# Startup LOGO

## 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) Customer Acquisition Cost (CAC) – Blended and Paid*
  - vi) Customer Retention Cost (CRC)*
  - vii) Life Time Value (LTV or CLTV) – Value of Customer (Profit-wise)*
  - viii) LTV:CAC*
  - ix) Active User (DAU, MAU) and Churn Rate (DCR, MCR)*
  - x) Compounded Annual Growth Rate (CAGR) and CMGR*
  - xi) Ticket Size (sale by given customer) and Gross Merchandised Value (GMV)*
  - xii) Burn Rate (Death Valley) Monthly – Qtr - Annual*
- 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*

**Startup LOGO**

## **Revenue Streams/ Model**

How are you or going to make your money? Mention all the channels

Link to customer segments & value propositions.

# Startup LOGO

Pre-Money Evaluation (if done)

**Investment Required in INR or USD**

**Future Major Plans**

Proposed Utilization of Investment/ Cash

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

## Startup LOGO

# Key Metrics & Validation

What are the things you will measure to validate your measure progress of your proposed venture? i.e. contents of Progress Report.

# Startup LOGO

## 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.

# Startup LOGO

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

**1.**

**2.**

**...**

**...**

# Startup LOGO

# Lean Canvas Summary

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

# **Good Luck** for your Start-Up

Presentation drafted by

**Dr. V K Arora**

**Trainer, Mentor, Advisor**

**Entrepreneurship, Startups, Business Incubators and Accelerators**

**Contact Number:**

**+ 91 98 11 59 30 59**

**Email:**

**vkara@manasso.com**

**Web:**

**www.vkara.com**