

*Logo*

**Business Name**

Investor Pitch deck

# Business Description

- Name, Industry, and working since?

# Problem Statement

- What problem your business is solving?
- Share your observation of the pain points
- State the identified problem with relevant market analysis

# Solution

- Introduce your product/service as the solution of the identified problem.
- Elaborate how it will address the issue.
- Unique Selling Points
- Key distinguish features
- Add visuals

# BUSINESS MODEL CANVAS



**KEY PARTNERSHIPS**



**KEY ACTIVITIES**



**VALUE PROPOSITION**



**CUSTOMER RELATIONSHIP**



**CUSTOMER SEGMENTS**

List your target customers and users.



**KEY RESOURCES**



**CHANNELS**



**COST STRUCTURE**

List your fixed and variable costs.



**REVENUE STREAM**

List your sources of revenue.

# Market Sizing

- TAM
- SOM
- SAM

Based on real time data and growth potential

# Competition

Criteria	Your Business	Competitor 1	Competitor 2	Competitor 3
Indicator 1				
Indicator 2				
Indicator 3				
Indicator 4				

# Marketing & Sales Strategy

[illegible]



# Traction

- Historical data on revenue growth, profit margins, and customer acquisition etc.
- Major partnerships, awards or recognitions.
- Long term business plans and growth strategies

# Growth plan

- Improve existing market and product?
  - Develop a new product/ product line?
  - Explore new markets for existing market
  - Develop a new product for a new market?
- 
- Explain what is your growth plan and key steps that you will take to grow

# Financials

- Summary of financial forecast ( revenue, costs, profits)

# Team

- Introduction to the key founding team and members
- Experience, role, and expertise

# Investment Ask and Utilization

- How much investment you are seeking from AP
- Explain the complete utilization of the amount
- Expected milestones to be achieved with the investment

**Thank You!**