#### Logo

## **Business Name**

**Investor Pitch deck** 

## **Business Description**

Name, Industry, and working since?

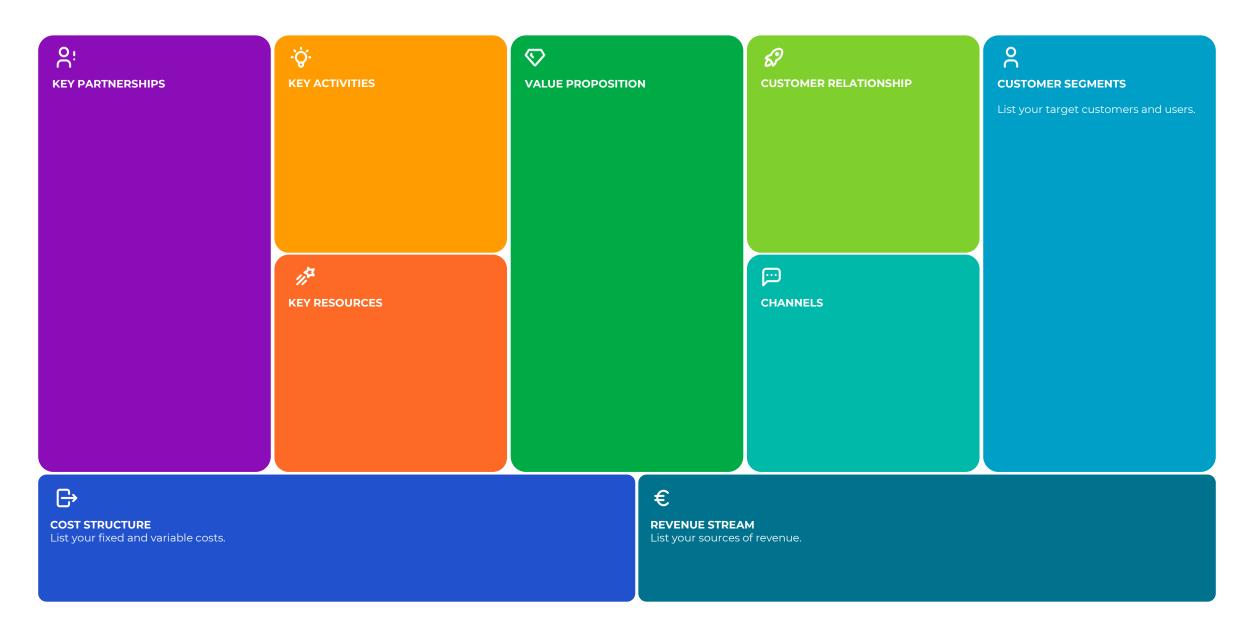
### Problem Statement

- 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**



# 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

S#	Strategy	Timeline	Budget

#### 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!