



## 19BAT618-FINANCIAL SOURCING MANAGEMENT

A pitch deck is a concise and visual presentation that entrepreneurs use to communicate the key aspects of their business to potential investors or stakeholders. It serves as a powerful tool to convey the business idea, value proposition, and investment opportunity in a compelling and structured manner. There are brief breakdown of what a typical pitch deck includes:

### 1. Introduction:

- Briefly introduce your company, including its name, logo, and a tagline if applicable.

### 2. Problem Statement:

- Clearly articulate the problem or pain point that your product or service addresses. Help investors understand the market need.

### 3. Solution:

- Present your solution to the identified problem. Explain how your product or service uniquely addresses the market gap.

### 4. Market Opportunity:

- Provide data and insights about the target market, its size, and potential for growth. Convey why the market represents a significant opportunity.

### 5. Business Model:

- Explain how your company plans to make money. Describe your revenue streams, pricing strategy, and any unique selling points.

### 6. Traction:

- Showcase any key milestones or traction your business has achieved. This could include user acquisition numbers, revenue figures, partnerships, or notable achievements.

### 7. Market Positioning:

- Clearly define your company's position in the market. Explain how you differentiate yourself from competitors and why customers would choose your solution.

## **8. Team:**

- Introduce the key members of your team, highlighting their relevant expertise and experience. Investors often consider the team as a critical factor in investment decisions.

## **9. Financial Projections:**

- Present financial forecasts, including revenue projections, expenses, and key financial metrics. This provides investors with insights into the potential return on their investment.

## **10. Use of Funds:**

- Clearly outline how you intend to use the funds you are seeking. Specify the allocation for different purposes, such as product development, marketing, or expansion.

## **11. Investment Ask:**

- Clearly state the amount of funding you are seeking and the type of investment you are offering (equity, convertible note, etc.)

## **12. Call to Action:**

- End the pitch deck with a compelling call to action. Invite investors to ask questions, schedule a follow-up meeting, or express their interest in the investment opportunity.

The goal of a pitch deck is to captivate the audience's attention, provide a clear understanding of the business, and generate interest in further discussions. It's essential to keep the content concise, visually appealing, and aligned with the key messages you want to convey to potential investors.