

Reminder: You have a **maximum** of 5 minutes to pitch. We will be strict on the timing.

Focus only on what is important. Never spend too long on a topic or something insignificant. Eg: Story of what motivated you, etc.

The finer details will be questioned by investors during the 10 minutes of Q&A after your pitch.

OUR PRODUCT

- What is your Business? Please **include** visual/images/diagrams etc. that explains your business.
- **What problem are you solving? How is your product/ service the solution?**

WHO ARE THE CUSTOMERS

- Who is your target market?
- How many customers do you currently have?
- How many of them are recurring customers?

HOW WE MAKE MONEY

- How are you monetizing your idea? Eg: Subscription based, freemium, credit points.
- **What is your business model?**
- What channels/methods do you use to promote/sell it?
- How is your business currently progressing (sales/deal secured/contract secured etc)?

Competitors

- Name your closest competitors.
- Why should investors invest in you instead of them? **State how is your startup different.**
- Why would customers prefer you to them?

Utilization for Funding

- **How much are you raising?**
- % of equity to give away in exchange of investment.
- State the allocation that will be utilized from the funding. Eg: 40% marketing, 30% hiring.
- Exit Comparables

OUR TEAM

- Who are your team members?
- Tell us what is your work experience that is related to this project including your team members.
- What are their roles & responsibilities in the business?
- State % of Equity owned by Management Team.

Why invest in us?

- This is your final chance to captivate the investors.