

# 10

**slides you must have in  
your investment deck**

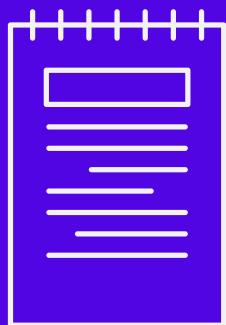
The purpose of your investment pitch is to spark interest among investors. Your goal should be to get in-person meeting with the investor to discuss minute details.

Are you ready to explore the 10 slides?

# 1 Introduction

Introduce yourself and your startup project in one line. Also, provide your contact details.

 Use this template:



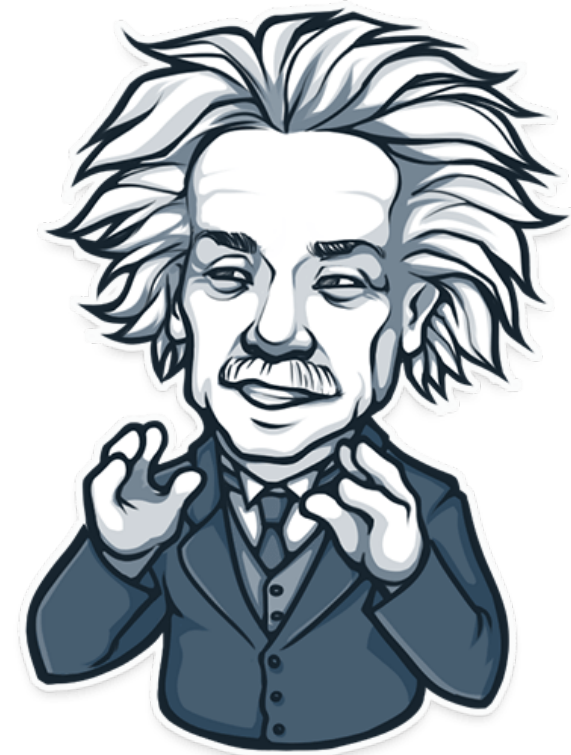
<your startup name> is developing  
<offering> to help <target audience> to  
<solve a problem> with a <secret sauce>

## 2 Problem

Describe the problem you plan to solve with your startup.



This slide will make or break your pitch. Define the problem or opportunity your startup will target.

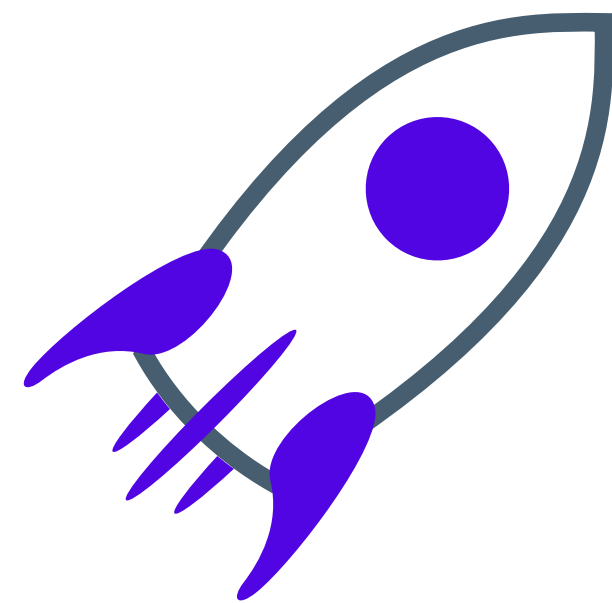


## 3 Solution

Explain the value of the pain or problem you are solving and the benefits or pleasure you provide.



Whether you are building a rocket or a simple product, make sure you demonstrate the value it creates.



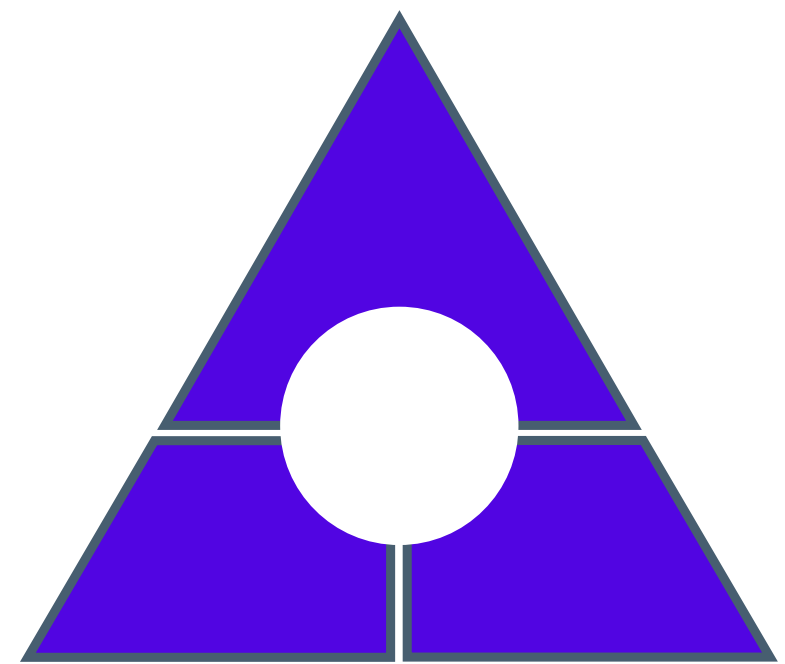


## Market and Target Share

Describe the market you are targeting and the share you want to achieve. It's a bonus, if you are creating a new market all together.



Use a mix of top-down, bottom-up and competitor analysis or resource constraint methods to estimate the market size you are targeting.



## 5 How it works?

On this slide, talk about your business model. Who has your money in their pocket and how you will get it into yours?

💡 Explain your secret sauce and ways it is going to help you achieve your business goals.



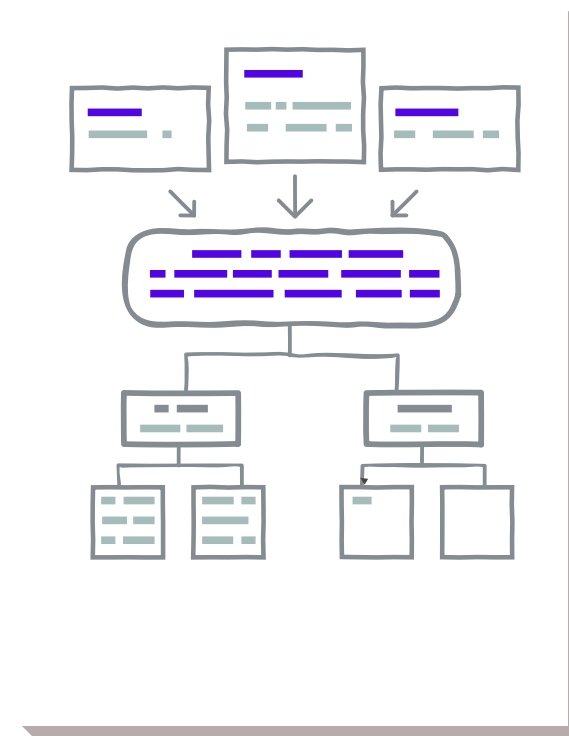
# 6

## Go-to-Market Plan

How you will reach your target consumers and metrics like customer acquisition cost, lifetime value, retention rates?



A marketing plan that has structured experiments and results will help you convince investors of your plans.







# Competitive Analysis

Provide a complete view of the competitive landscape. This helps the investors to evaluate your competencies and challenges.



Many startups say that they don't have any competition, this is a big NO NO! Investors



## 8 Team

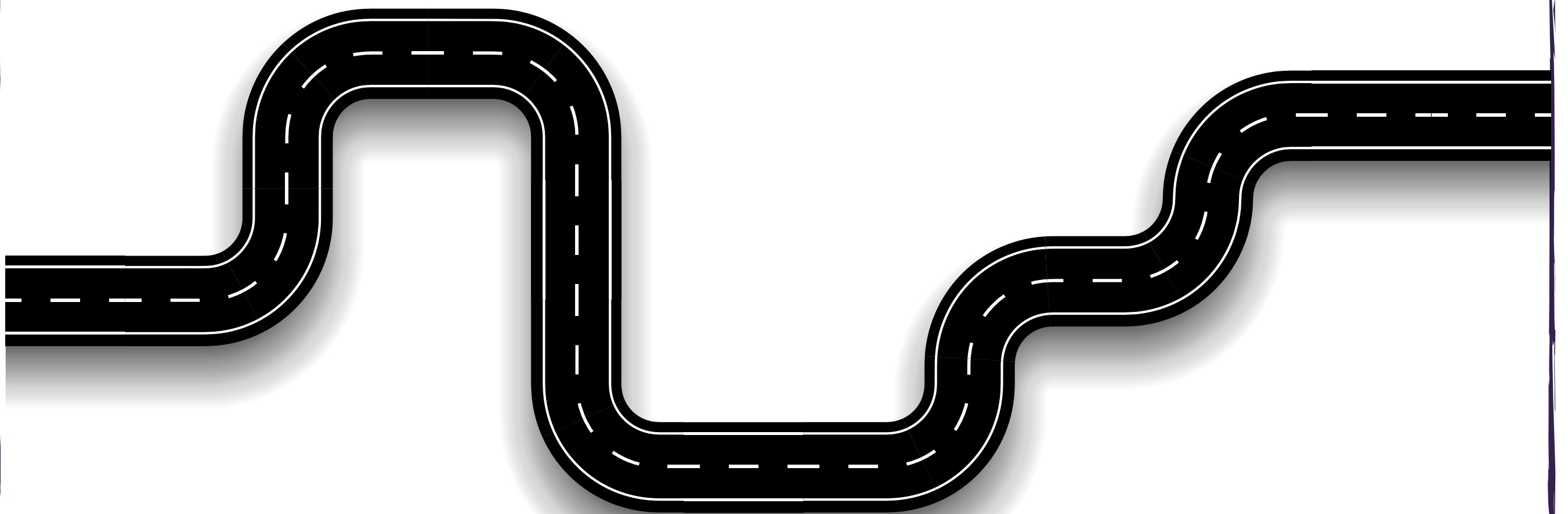
Describe key members and roles of your management team, board of directors and advisors and your major investors.

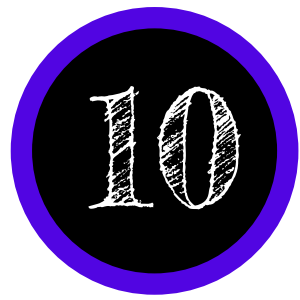




## Traction & Roadmap

Enlist your customers and testimonials you received. Also, describe where you and your team are headed and your goals & milestones.





## The Investment Ask

Talk about the investment you are raising and ways you are going to use it.



Raising more money than you need is not cool! Always raise what you need.



Always remember, the most important thing for an investor is their EXIT Strategy.

So, more clear you are in your head about your plans, better you can explain it to your investors.

Good luck with your fundraise !

Jagsir

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