

Name of the Startup

One sentence explanation of what you're doing (for dummies)

Investor Deck

Name of the speaker, Title



Your elevator pitch in one sentence

(Explain why the audience should listen to you)
(e.g. I'll introduce you with the most growing app of Turkey)

(PROBLEM 1 - SUPPORTED WITH DATA)

(problem should be a severe pain and
it should be problem of significant number of people)

(PROBLEM 2 - SUPPORTED WITH DATA)

(PROBLEM 3 - SUPPORTED WITH DATA)

Describe your solution in one sentence with most significant competitive advantage

(e.q. Our solution is the most convenient SaaS platform with monthly subscription for lawyers)

Your product explanation in one sentence

www.youraddress.com

- ✓ Feature 1
- ✓ Feature 2
- ✓ Feature 3



(Tell a little bit about technology behind it)

(make a demo but don't forget Murphy, it's better just to show pre-recorded pages)



Subscription

\$10/mo

✓ If you tested, say it!



Advertising

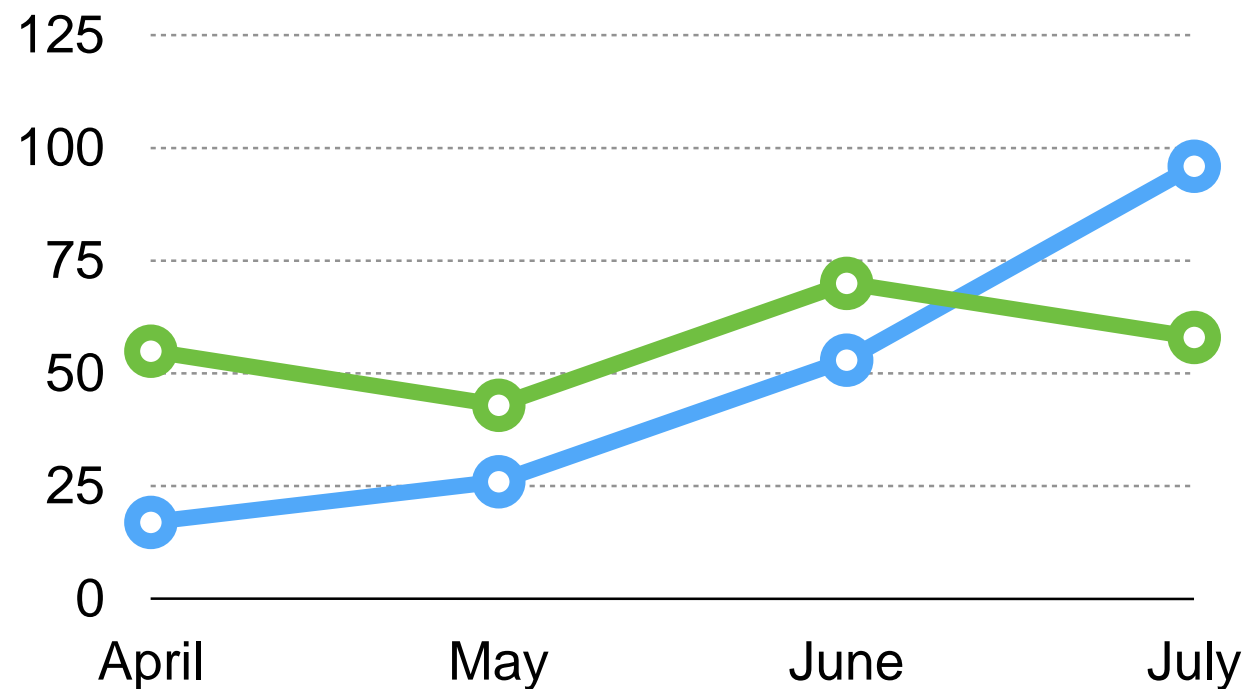
Natural Ads

✓ If you tested, say it!

- ✓ Basic info + Market Opportunities
- ✓ Why market needs your product ?























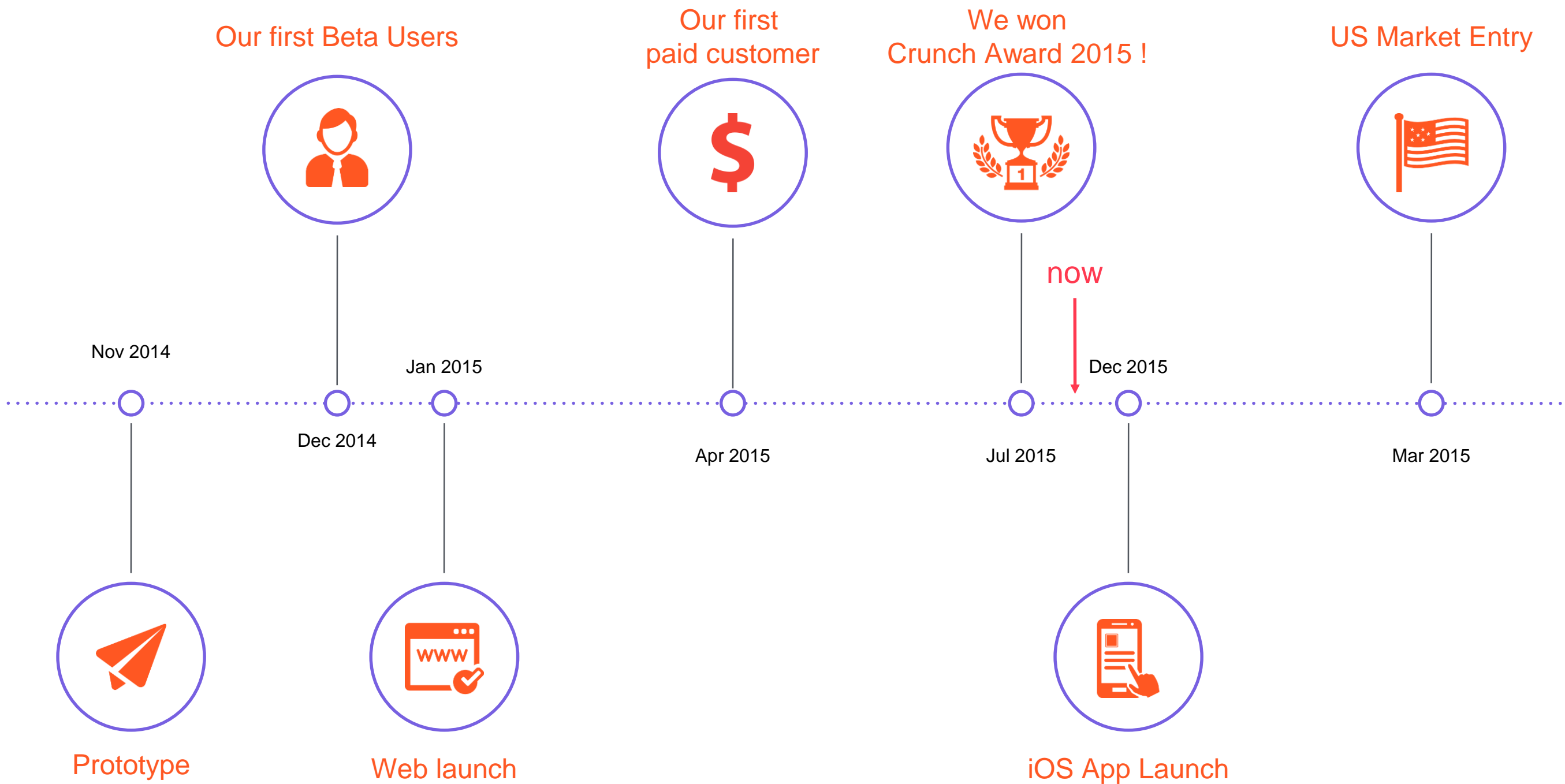
- ✓ Some proofs about your Growth Engine
(supported with data and metrics about early adopters)
- ✓ Marketing strategy
- ✓ Distribution channels

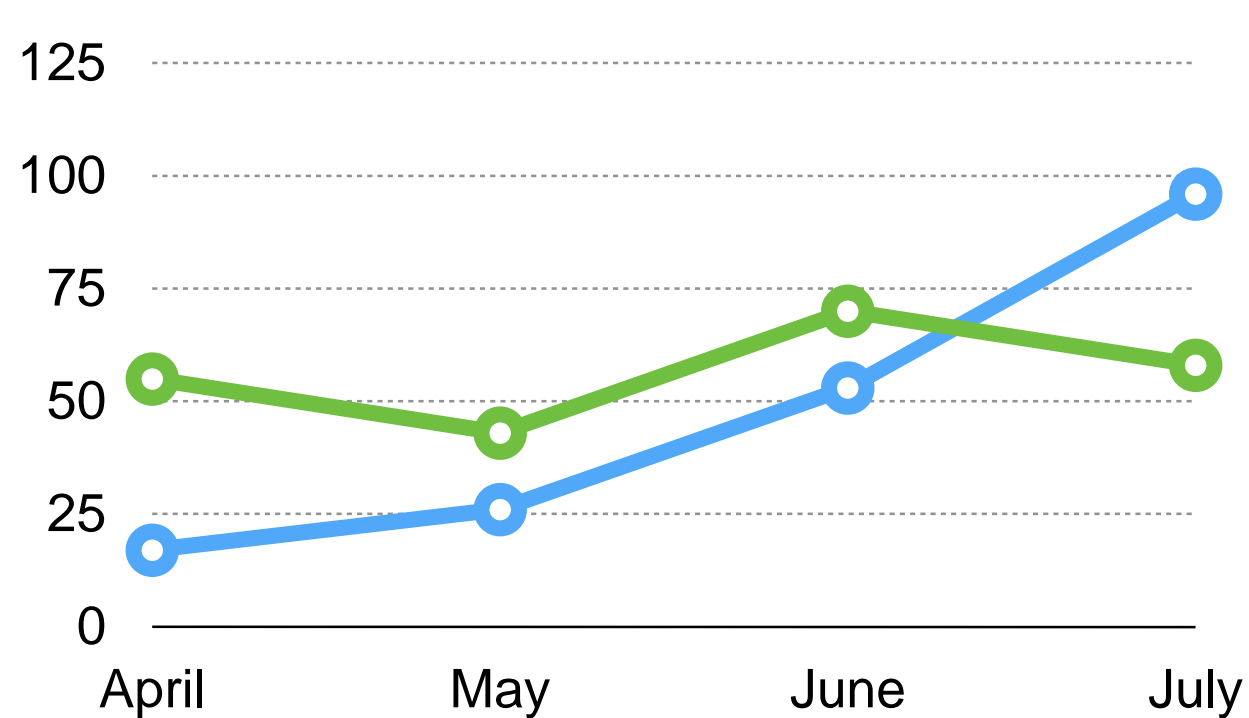


These big companies trusted us
and loved our product!



				
Feature 1				
Feature 2				
Feature 3				
Feature 4				





CAC:

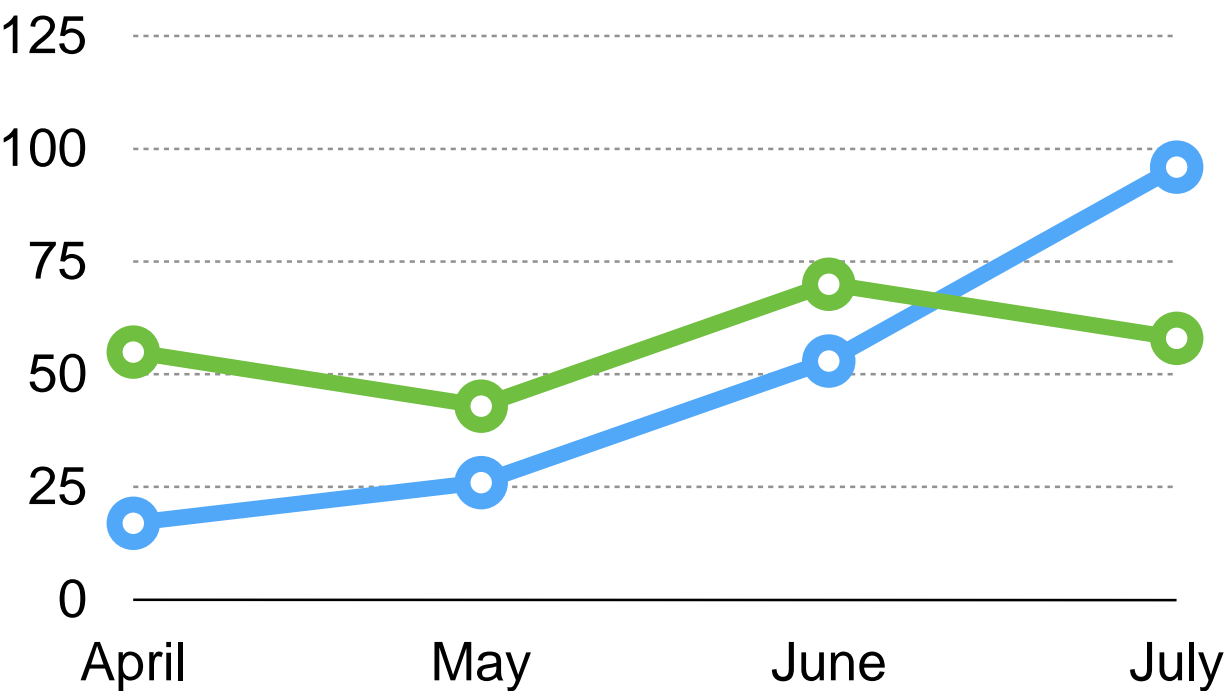
LTV:

CHURN:

Active Users:

Total Users:

Monthly revenue growth rate is X%



Burn Rate:
Revenue Run Rate:
Runway:
Gross Margin:

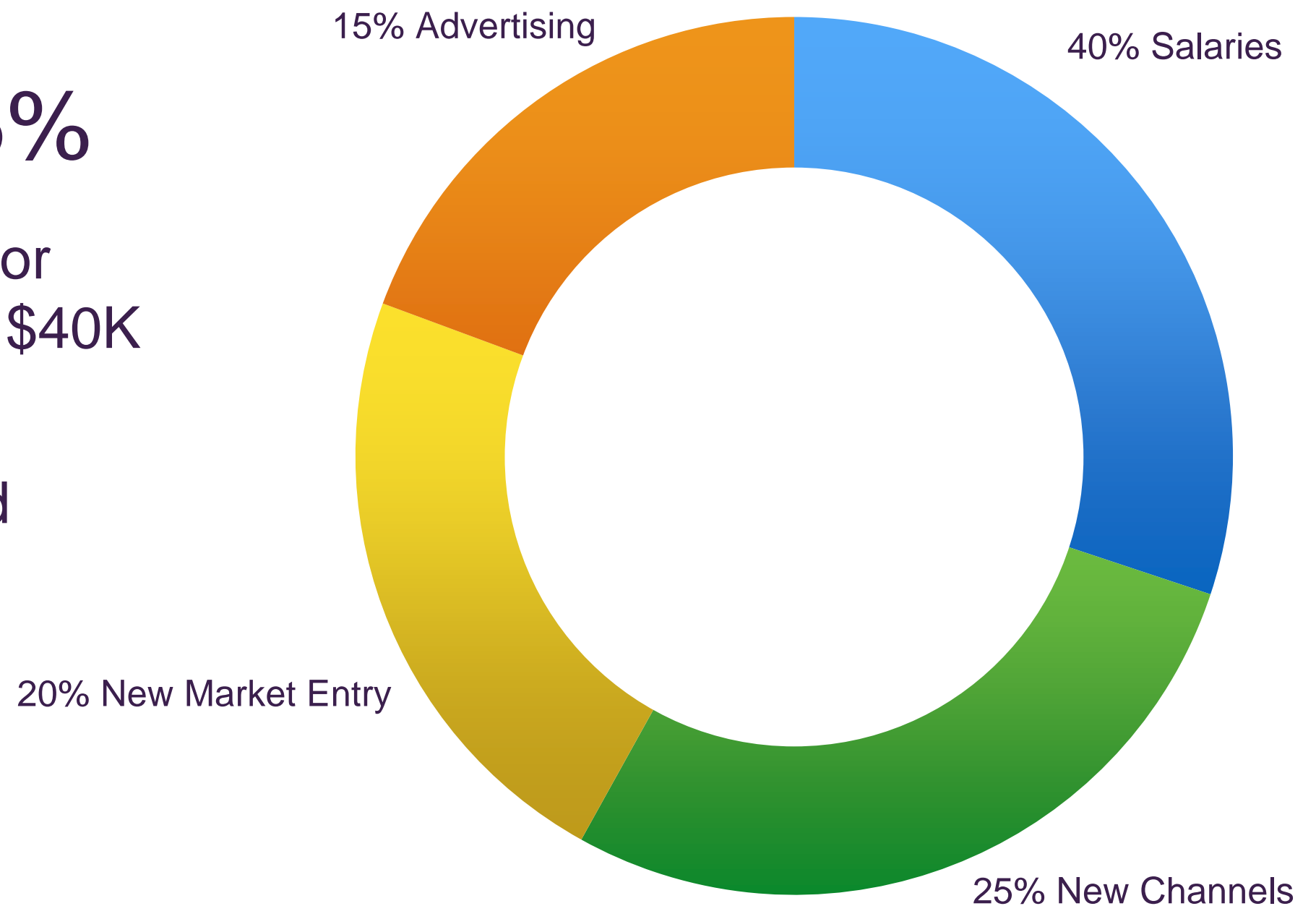
	Jan-16	Feb-16	Mar-16	...	Dec-16	2017	2018
Gross Revenue							
Less: Cost of Goods Sold							
Gross Margin							
Operating Expenses							
HR							
Marketing							
G&A							
Net Income Before Tax							

Cash Flow

more detailed version is in the appendix

\$200K for 15%

- ✓ One angel investor already comitted \$40K
- ✓ 12 months period





Co-Founder Name

Role

Any related experience or education background in 4-5 words



Co-Founder Name

Role

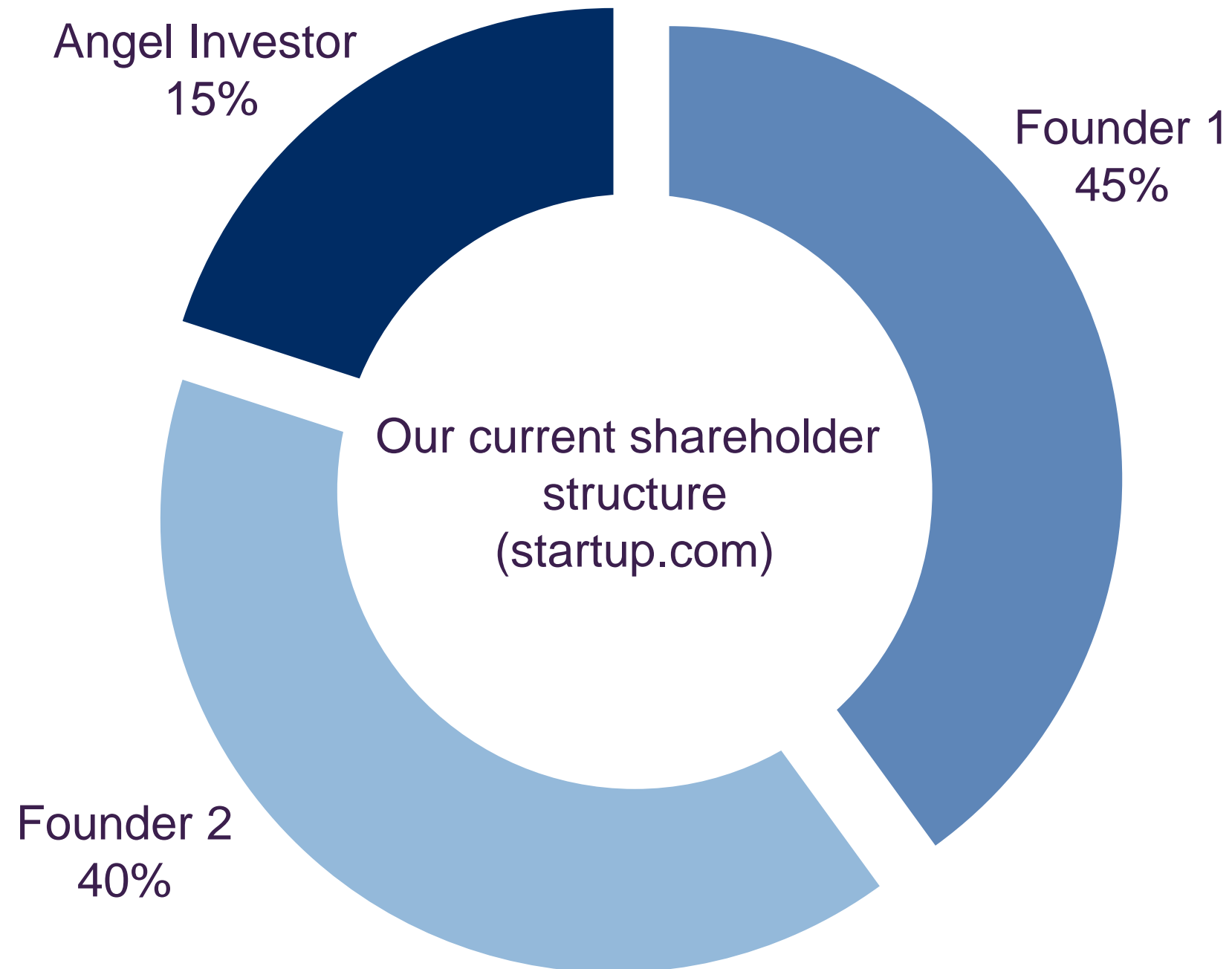
Any related experience or education background in 4-5 words



Other Team Member

Role

Any related experience or education background in 4-5 words



- ✓ Team related advantages
- ✓ First-mover advantage
- ✓ Any entry barrier to market
- ✓ Any IP related advantage
- ✓ Any technological advantages

- ✓ Any global similar startup raised a lot of money ?
- ✓ Any exit opportunities ?
- ✓ High customer demand ?
- ✓ High possibility of raising money in the next rounds ?
- ✓ Any enabling trend, cultural change, regulatory change or technological advancement ?

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Any questions ?

