



DECK GUIDELINE

SLIDE 1. Background of co-founders and key team members

I am X. My background is XX and I am a first-time entrepreneur, and my team etc.

SLIDE 2. What is the business?

And what problem you are trying to solve, ideally use images and few words.

Eg: Takas - Become the largest E-Com player in the country. Brings retail to your doorstep.

Eg: Saraai - Sustainable tourism offering a differentiated hotel experience.

EG. Glittery - Your online customised Jewellery store. Hand crafted Jewellery using Sri Lankan semi precious stones.

SLIDE 3: Show traction if the product is launched.

Show the key metrics: users, transactions, revenue, gross merchandise value (GMV), sources of acquisition channels, cost per acquisition (CPA) vs. lifetime value (LTV), etc. for businesses that have already launched; if product/services is not launched, then outline where you are with venture (concept stage, alpha built, etc) and give the timeline of when you expect the next set of milestones

SLIDE 4. USP

What is unique about your venture? How will you differentiate? It will be good to Demo the product - "bring it to life". If this takes time to set up, please coordinate with us via email before your pitch

SLIDE 5. Market Size

Show the total addressable market size for this product. You should very clearly define the segments and countries you plan to capture in the next five years.

e.g.: market is 1m and I plan to get 10% of this in year 1, you can touch on years 2 to 5

SLIDE 6. Show financial forecast for the company

Should tally with market size you plan to capture by country. e.g. projected revenues / cashflow and how you plan to get this. Elaborate on the first two years.

Year 1 - Rs 50M

Year 2 - Rs 100M

Year 3 - Rs 300M

Year 4 - Rs 700M

Year 5 - Rs 1B

SLIDE 7. Competition, Pricing and entry barriers.

Show the key competitors and clearly outline how you plan to be different.

SLIDE 8. Funding required and Use for funds.

How much are you looking to raise and what you will you use the funds for? No need to mention valuation and dilution on the slide, but good to have answers to this question. The panel will ask you about valuation and dilution.