

What do Sustainable start-ups have/do?

Clarity of purpose

Address Large Markets and target Customers who are willing to pay

Sharp focus of the product/service

(Customer) problem is significant and the solution's value proposition is compelling

Thought Innovation (Bootstrapping, out-of-the-box thinking for resource use and /or market entry)

Plan to compete with today's and potential competition

Identification of risks and mitigation strategies

Stellar Team composition & ability to Execute

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Company Name

Define the company's purpose / tagline (single sentence)

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[Insert Your Logo Here]

Problem

- Describe the pain of the customer (or the customer's customer)
- Outline how the customer addresses the issue today

Solution

- Demonstrate your company's value proposition to make the customer's life better
- Show where your product physically sits (provide use cases if available)

Why is this relevant now?

- Set-up the historical evolution of your category
- Define recent trends that make your solution possible

Market Size

- Identify/profile the customer you cater to
- Calculate the TAM (top down), SAM (bottoms up) and SOM

Product / Service

- Product line-up (form factor, functionality, features, architecture, intellectual property etc.)
- Development roadmap

Competition

- List competitors
- Evaluate competitive advantage(s)

Business Model

- Revenue Model
- Pricing
- Average account size and/or lifetime value
- Sales & Distribution Model
- Customer/Pipeline List

Team

- Founders & Management
- Board of Advisors / Directors

Financials

- P&L
- Balance sheet
- Cash flow
- Capitalization table
- Deal / Ask from Investor

15 – 20 slides should cover all of the above topics

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