

PITCH DECK

A BASIC TEMPLATE TO HELP YOU CHART YOUR STARTUP

PROBLEM

What is the problem you are trying to solve?

Validate the problem with real life examples

SOLUTION

What is your solution to the problem?

YOUR PRODUCT/SERVICE

Explain how your product/service adds value

Try and explain in layman terms

Ideally, anyone reading this slide should understand it

Write the Technology Readiness Level (TRL) of your Product or Service

UNIQUE SELLING PROPOSITION

What characteristics make your solution a “never-before” solution

Target users: Identified the specific communities or demographics that will benefit from the startup's solutions. Understand their needs, preferences, and challenges.

Social and Environmental Impact :

Write clear metrics and indicators to measure the social and environmental impact of your Innovation.

REVENUE MODEL

How do you make money off your solution?

Ex: subscription Model, Direct Sales, Ad-based

3 to 5 year projections

Your top cash burn reasons

MILESTONES

Milestones you have reached so far.

For ex: prototypes, patents, pilots etc.

Milestones for the next 1, 3, and 5 years if possible

Milestones for what you would do if you got funded

FUNDING SO FAR

Mention funds raised through other investors & soft commitments

It helps build credibility and validation

Mention realistic numbers for expected funding

THE TEAM

Introduce your founding members

Along with credentials, you can mention *why* they're involved

Exhibit unity in thinking, in strategy

Summary Slide

- **Type of startup: Product / Service**
- **Stage of your startup**
 1. **Prototype Stage (TRL 4–5):** Prototype developed and under testing
 2. **Minimum Viable Product (MVP) Stage (TRL 6–7):** Prototype tested in a relevant environment with early users/customers
 3. **Commercialization Stage (TRL 8 – 9) :** Product ready for market deployment and scaling
- **Focus of SDG Goal:** Please indicate the Sustainable Development Goal (SDG 1 to SDG 17) your solutions are targeting.
- **IP Status:** Patent Filed / Patent Granted / Not Applicable
- Name of the incubator or accelerator you are associated with (if any)
- **Major achievements/Awards/Recognitions**
- **Link for Video:** Please provide a link to a 30-second video showcasing your innovation

Best of Luck

“ Social innovation is not just about creating new solutions; it's about reshaping the way we think and act to build a better society for all.”