

YOUR PITCH DECK & PRESENTATION I

TEAM MEMBERS' NAMES

2 0 2 6



Title Slide

- Company Logo
- Company Name
- Mission Statement

Sample Mission Statement

To connect the world's professionals to make them more productive and successful.

The Problem

- Explain what problem / pain-point you are solving.
- Outline how the customer addresses the problem today.

Solution

- Explain what solution you are offering.
- Summarize the key benefits of your solution.

Why Now / Timing

- Explain why this is the right time to solve the problem.
- Why are market conditions right today?
- Who will dominate this space if you don't do this now?

The Product /Storyboard

- Explain how the solution works. (How will the customer use/interact with your product/service)
- Use visuals (screenshots / 30 sec-1 min video)

Target Customers & Marketing Strategy

- Who is/are your target customer(s)?
- Customer profiling (Age, gender, location, purchase habits, personality etc.)
- What strategies will you use, to create awareness / advertise / promote your product, to acquire customers?

The Competition

- List out all the competitors in your space.
- Identify key differentiating factors (at least two) and compare yourself to competitors in terms of these factors. (Use Table
- / X-Y Graph)

Competitive Advantage

- What makes your solution “unique” from other existing solutions?
- You want to clearly differentiate yourself from the competitors to show your uniqueness.
- Note: A business could have one or many competitive advantages.

The Team

- Must have for each Team Member: Professional Photograph, Background, Their role in the company.
- Also Mention Board of Directors / Board of Advisors, if applicable.

Business Model

- Explain how you plan to make money.
- Explain Revenue Drivers that you will use to earn revenue from customers. (+)
- Explain Cost Drivers that will require you to spend money on. (-)
- If you have not yet launched, add a quote from a prospective customer who has shown interest in buying your product at the price you are offering.

Financial Projections

- Financial Projections
- It is ideal to show your financial projection for the next three years.
- For each year, show the projections for expected number of customers, total expenses, total sales, profits (sales – expenses).
- Also indicate when the company will reach BREAK-EVEN POINT.

Financial Projections

-	Year 1	Year 2	Year 3	Year 4	Year 5
# of Customers					
Sales (SAR)					
Expenses (SAR)					
Profits (SAR)					

Product Roadmap

- Show a road map indicating:
 - what work have you done previously?
 - What stage are you at now?
 - what are your milestones for future and when do you expect to achieve them? (short term / long term goals).
- (Indicate month and year for each element on the project timeline)

Funds seeking & Use of Funds

- Indicate CLEARLY, the amount (in SAR) you are asking for.
- Explain how you plan to use the funds to achieve milestones.

Last Slide

- Summarize about your company in a sentence or two.
- Put Company details:
 - Company Logo
 - Company Name
- Contact Information (Phone, Email, Social Media)