

## Venture Building Programme 2024

### Investor Pitch Deck structure

Applicants could use their own templates to create the Investor Deck for the Venture Building Programme 2024, and could also refer to the following Investor Deck structure:

1. **Business Snapshot/ Synopsis** (When was the company founded/team formed? Description of what you do in 2-3 bullets)
2. **Team** (Describe briefly education, work experience, prior entrepreneurial background, awards and accomplishments, any advisors/Boards etc.)
3. **Market Opportunity/ Idea** (Key 2-3 points about the market need, size, growth)
4. **Description of Product/ Service/ Business Model** (Describe the offering and value proposition addressing the pain points)
5. **Competition/ Key Differentiators/ USPs** (Pictorially depict the competitive landscape and 2-3 crisp bullets about your uniqueness/ entry barrier/ competitive advantage. Technology benchmarking/Competitors' analysis. Briefly mention any IP created and IP strategy)
6. **Revenue Traction** (Mention current pipeline of customers and projects / proof of concepts, pilots, deals; describe the different stages of deals in your acquisition pipeline. Provide information about revenues achieved in previous years (if applicable) and estimated for the current and next year.)
7. **Financial Projections** (Put a snapshot of P&L projections, ex. for next 1-3 years. Revenues (preferably per product line). Overall costs (break down in labour costs, equipment, etc.). Investments (CAPEX). Profit/loss)
8. **Fundraising Plan** (Mention the fundraising amount, include the deployment plan – amounts categorized into at least 3-4 broad heads - hiring, R&D, product development etc.)

**Note:** The Investor Deck structure is just informative and not mandatory for the applicants. The level of details in the Investor Deck is depending on each start-up maturity level and could be adjusted.