

Pitch Deck Structure for ITIC Fund Submission

COMPANY BACKGROUND

Basic Company Background
Reason of Forming
Date founded
Company Structure
Paid in Capital
Operation/sales Goal
Team: Number of People (Full/part time)

MARKET SIZE

Total global market size
CAGR rate
Segmentation
Addressable Market size
Competitors (Direct, Indirect)
Comparison chart (Quantitative comparison in terms of feature, price point, margin)

REVENUE STREAM

Business Model
Pricing & cost structure
Profit Margin
Burn Rate
Product Lines

SALES Strategy

How to expand and grow customers
Distributor channels, channel margins
Strategic partners
Marketing strategy

Core Competence

Key technology (Basic concept, how does it compare to industrial standards?)
Source of technology (inventor? Licensed; Exclusively licensed etc.)
Key Patents: which geographical location, which product line or process ; how does your patent create entry barrier?
Entry barrier
Manufacturing Process, floor plan, photos of manufacturing process

Financials

Past five year's Balance sheet/Income statement/Cashflow + next 5 years financial projections
PO pipeline based on confidence level (including customer name, Qty, \$ revenue, confidence

level of getting the PO)

Payment terms: 30/45/60days? Account Receivable/Payables/ Deferred Revenues

Grants received: Total amount, from which departments, for what sort of applications

Funding Requirement

Use of funding,

Cap table, (Premoney /Post money valuations), stock price, funding schedule

What milestones achieved with the previous funds raised

What milestones to achieve with the fund raised

Exit strategy

Exit EV, returns of similar companies

Risk Analysis

Technical risk, Market risk, financial risk & its associated contingency plan

(You can include sensitivity analysis, SWOT analysis)