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)