



ARRAY VENTURES

Pitch Deck Template

Instructions for creating a pitch deck for Array Ventures

General Instructions

This document contains a sample structure of an investor deck along with specific information required for our application process. Here are some of the instructions to guide you with the pitch deck.

- **Accuracy of the information** – Please ensure that all information shared in this document must be accurate and verifiable.
- **Information not available** – In case the information required for any slide is not available, or unknown from your end. Please feel free to skip past the section.
- **Additional Information** – In case you need to provide additional information such as product demo, explainer video, additional slides or links please feel free to add them on your pitch deck.
- **Number of slides** – Ensure that your pitch deck contains all the information asked for in this document. For that you can increase the number of slides. Please avoid overcrowding of information on slides. Keep it brief.
- **File Size** – Please keep the file size under 10 Mb. Avoid adding heavy assets like high resolution images, videos, etc.
- **PDF File** – Although we do accept PowerPoint files (PPT / PPTX), we would prefer that you submit a PDF version of the file.

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Startup Overview

Describe your startup in this slide. This slide acts somewhat like an executive summary for the pitch deck. Here are some of the points to consider for this slide.

- What does your startup do?
- Specify if it is a product or a service you are offering.
- Who do you plan to sell and how do you plan to sell.
- Location of your startup and your potential customers.

Problem Statement

What is the problem you are solving? Describe the problem statement in terms of the following:

- What is the problem?
- Who is facing the problem?
- Current solutions offerings and gaps.
- We would prefer some data, information, charts, or stats around the same.
- If you are referencing any data or information, please add the link in bibliography.

Proposed Solution

Describe your proposed solution in detail. You may consider the following points for the slide.

- Define the solution?
- How would your startup solve it?
- What is unique about your solution?
- What prohibits the current players to replicate your idea?
- Who would be interested in your solution?

Products / Services

Please talk about the products and/or services your startup would provide. Feel free to consider the following points for this slide:

- What are your offerings?
- How would you deliver? (Channel)
- Who would be your target for each of your offerings?
- How would you price your products / services?
- Please feel free to add illustrations (images/videos/links)

Business Model

Describe the startup's business model, including how it creates, delivers, and captures value. Mention any key partnerships or collaborations that contribute to the business model. Feel free to consider the following points for this slide:

- Who are your target customers, and what specific segments or groups do you aim to serve? What are the distinct characteristics and needs of each customer segment you plan to target?
- What unique value do you offer to your customers that sets you apart from competitors? How does your product or service address the pain points or fulfil the desires of your target customers?
- How do you plan to reach and interact with your customers? What distribution and communication channels will you utilize?
- What type of relationship do you envision establishing with your customers? How will you engage and retain them?
- How do you intend to generate revenue for your business? What are the different sources of income you expect to have?
- What are the critical assets, capabilities, and resources needed to deliver your value proposition and operate your business?
- What are the key tasks and activities that your business must perform to create value for customers and achieve success?
- Are there any external entities or organizations you plan to collaborate with to enhance your capabilities and reach?
- What are the major costs and expenses associated with operating your business and delivering your value proposition?

Monetization (Revenue Model)

Provide a detailed breakdown of the revenue model, including pricing tiers and plans. Illustrate how the startup generates revenue from each product/service. Present any additional revenue generation strategies or potential upselling opportunities. Feel free to consider the following points for this slide:

- What is your primary revenue model, and how do you plan to generate income from your products or services?
- Are there any secondary revenue streams or additional sources of income that you anticipate in the future?
- How do you determine the pricing strategy for your offerings? What factors influence your pricing decisions?
- Have you considered any specific revenue model such as subscription-based models, one-time sales, or freemium options for your product/service?

Market Analysis

Conduct a thorough analysis of the target market's size, trends, and growth potential. Identify the startup's target audience and buyer personas. Showcase market research data, surveys, or customer feedback to validate market demand.

- What is the target market for your products/services, and how have you defined the demographics and characteristics of your ideal customers? Understanding of the needs, preferences, and pain points of your potential customers based on the market analysis?
- What are the key market trends and industry insights that influence your business strategy and decision-making?
- What are the potential challenges or barriers identified through the research that you anticipate facing in entering or scaling within the market?
- What insights from the market research have influenced your pricing strategy and overall go-to-market approach for your products/services?
- Please list the sources of data used to gather insights in the bibliography section.

Competition Landscape

Present an overview of the competitive landscape in the startup's industry. Identify key competitors and analyze their strengths and weaknesses. Highlight the startup's competitive advantages and unique selling propositions.

- Who are your primary competitors, and what are their key strengths and weaknesses in the market?
- How do you differentiate your products/services from those offered by your competitors?
- What is the competitive landscape like in terms of market share and presence of dominant players?
- How do your competitor's market and position their offerings, and what can you learn from their strategies?
- How do you plan to address and overcome the challenges posed by your competitors?

Implementation Strategy

Explain the step-by-step plan to implement the startup's solution including marketing and operations strategy. Describe any technology or infrastructure required for implementation. Include a timeline for product development and market launch.

- What is your go-to-market strategy to launch your products/services and reach your target audience effectively?
- How do you plan to position your offerings in the market and differentiate them from competitors?
- What digital marketing channels and tactics will you use to drive brand awareness and customer acquisition?
- What are the key milestones and deliverables in your implementation strategy? What is the timeline for each phase of the implementation?
- How do you plan to allocate resources and manpower to execute your implementation plan effectively?
- What potential challenges or risks do you foresee during the implementation phase, and how will you mitigate them?
- Have you identified any dependencies or external factors that may impact the implementation timeline, and how will you manage them?

Startup Roadmap

Present a visual roadmap outlining the key milestones and achievements. Showcase the projected growth trajectory and major accomplishments over time. Emphasize the scalability and expansion plans of the startup.

- What are the key milestones and objectives in your startup roadmap?
- How do you plan to prioritize and execute the different stages of your roadmap?
- What resources, team members, or external partnerships are required to achieve the goals outlined in your roadmap?
- Please identify the different phases and activities for each phases.
- Illustrating the roadmap with a visual diagram is preferable.

Founders Profile

Introduce the founders and key team members, highlighting their expertise and experience. Describe their roles within the startup and how their background aligns with the venture. Include any relevant achievements, accolades, or previous successful ventures.

- Please mention the founding members, proposed designation along with primary roles and responsibilities.
- What is the educational background and relevant experience of the founders?
- Have the founders previously been involved in other startups or entrepreneurial ventures?
- What specific skills and expertise do the founders possess that are relevant to the startup's industry and objectives?
- How do the founders complement each other's strengths and abilities to ensure effective leadership and decision-making?
- What is the founders' vision and passion for the startup, and how does it align with the long-term goals of the company?

Financial Projections

Provide detailed financial forecasts, including revenue projections, expenses, and profitability. Showcase key financial metrics such as gross margin, net income, and return on investment. Use charts and graphs to visually represent the financial data. We prefer projections over a 5 years period with the first 2 years monthly breakup.

- Startup Expenses
- Sales & Cost forecasts
- Break Even Analysis
- Profit and Loss
- Cash Flow Statement

Pitch Conclusion

- Why would you like to partner with Array Ventures?
- Which services would you opt for?
- How would the services help in your business growth?

Contact Information

- Company Name (Entity)
- Registered Address

○ Primary Contact

- Name:
- Designation:
- Email:
- Phone: (with country code)
- Location: (City / Country)

○ Secondary Contact

- Name:
- Designation:
- Email:
- Phone: (with country code)
- Location: (City / Country)