



HOW TO USE THIS DOCUMENT

This document contains the pitch template and guidelines for filling out the pitch template

PITCH TEMPLATE

- Save a copy of the pitch template
- Each slide in the Pitch template has list of sessions which have direct impact on the contents of that slide
- Use the learnings from those sessions to fill the relevant slides in pitch document
- You can change the slide headers & detailed content of each slide header may spill into multiple slides

PITCH GUIDELINES

- Against each session name, some questions and key information are provided
- Fill the pitch template by answering these questions for your business ideas

EXAMPLES OF PITCH

Please refer to real life examples of Pitches of successful companies from below locations:

<https://www.cbinsights.com/research/billion-dollar-startup-pitch-decks/>

&

<https://www.billiondollarpitchdecks.com>

<NAME>
<IDEA/VENTURE>

<Tagline>

<URL>

Pitch Template

<BUSINESS IDEA>

- W2S1 - Vision & Value Proposition - Building the Idea
- W2S2 - Empathy- Invention & Innovation
- W3S2 - Define Problem Statement
- W4S2 - Ideation

Pitch Template

<COMPETITIVE ANALYSIS>

- W3S3 - Idea Validation
- W5S1 - Validating Idea - Competition Analysis
- W3S1 - TAM - MR & Analysis (Total Addressable Market)
- W6S1- GTM - S&M Strategy (Go To Market)
- W6S2 - Sales Pitch
- W6S3 - Social Media & Digital Marketing

Pitch Template

<FINANCIALS>

- W4S1 - Pricing & Packaging - Business Model
- W8S1 - Revenue Model & Financial Accounting
- W8S2 - Finance & Funding

Pitch Template

<MINIMUM VIABLE PRODUCT>

- W5S2 - Prototyping & Testing
- W7S1 - Product Roadmap

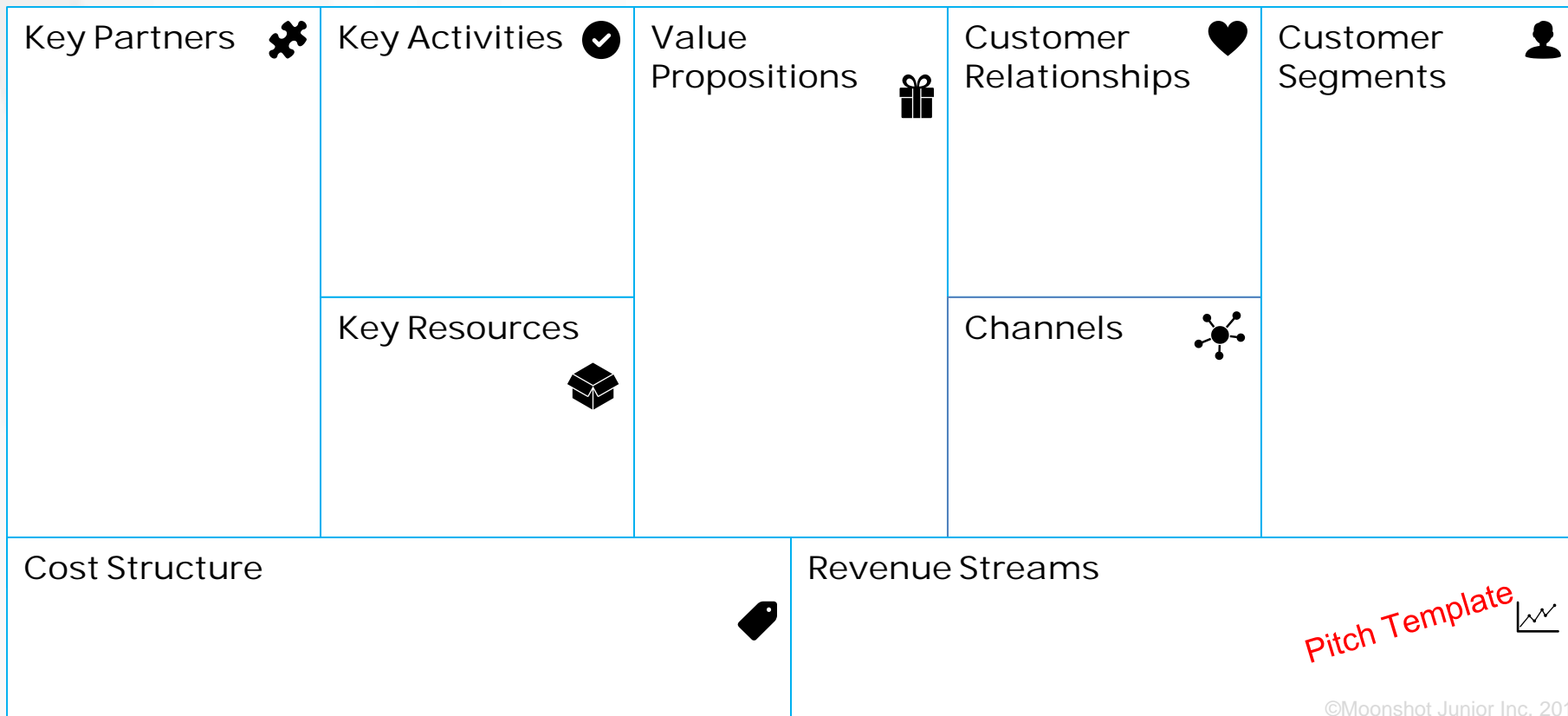
Pitch Template

<TEAM>

- W7S2 - Team Building - Orgn. & Resources

Pitch Template

The Business Model Canvas



Pitch Template

THANK YOU

<Business Idea> Team:

Name

Name

Name

<Business Idea> Mentors:

Name

Pitch Template

PITCH GUIDELINES

DESIGN THINKING

DEFINE

PROTOTYPE



EMPATHIZE

IDEATE

TEST

EMPATHY - INVENTION & INNOVATION



- How do you frame an empathetic view of the people (your target customers) who are experiencing a problem you are trying to solve?
- How does empathy lead to innovation/invention?
- What is the difference between Invention and Innovation?

PROBLEM STATEMENT

What is the problem you are trying to solve in the market?

How do you tackle the 5 W's:

Who? Where? What? Why? When?

- What are you going to do or make?
- Who needs it?
- Why will customers buy from you?
- When will you launch, ramp, or get paid?
- Where is the target audience?



IDEATION



How do you identify the gap in the market?



Out-of-the-box thinking to innovatively solve a problem.



What do you understand by stakeholder analysis?



How do you identify an opportunity that creates value for both the company and the customers?



PROTOTYPING & TESTING

How do you create a prototype of your business idea?

How do you test a business idea?

Why prototyping is an important part of your business plan?



VISION



What do you aspire to achieve in long-term?

What is the desired future position of your company?

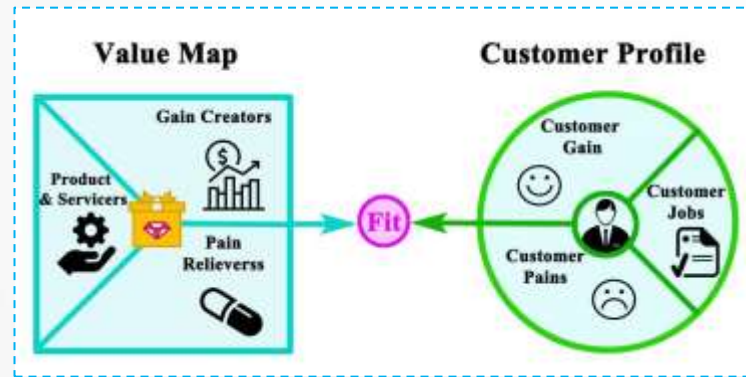
TESLA

To accelerate the world's transition
to sustainable energy.



To inspire and nurture the human spirit
– one person and one cup at a time.

VALUE PROPOSITION



Value Proposition Canvas - Alex Osterwalder



What are the benefits your company's products/services offer to your targeted customers?



How will your idea make a difference in the lives of your target customers?

IDEA VALIDATION



Customer Interviews



Surveys



Test Assumptions



5 Why's

- How can you validate that your business idea would likely work?
- What will be the best way to validate your ideas?
- See if the timing is right
- Confirm that you can sell and deliver the solution efficiently enough
- Is your business idea viable?

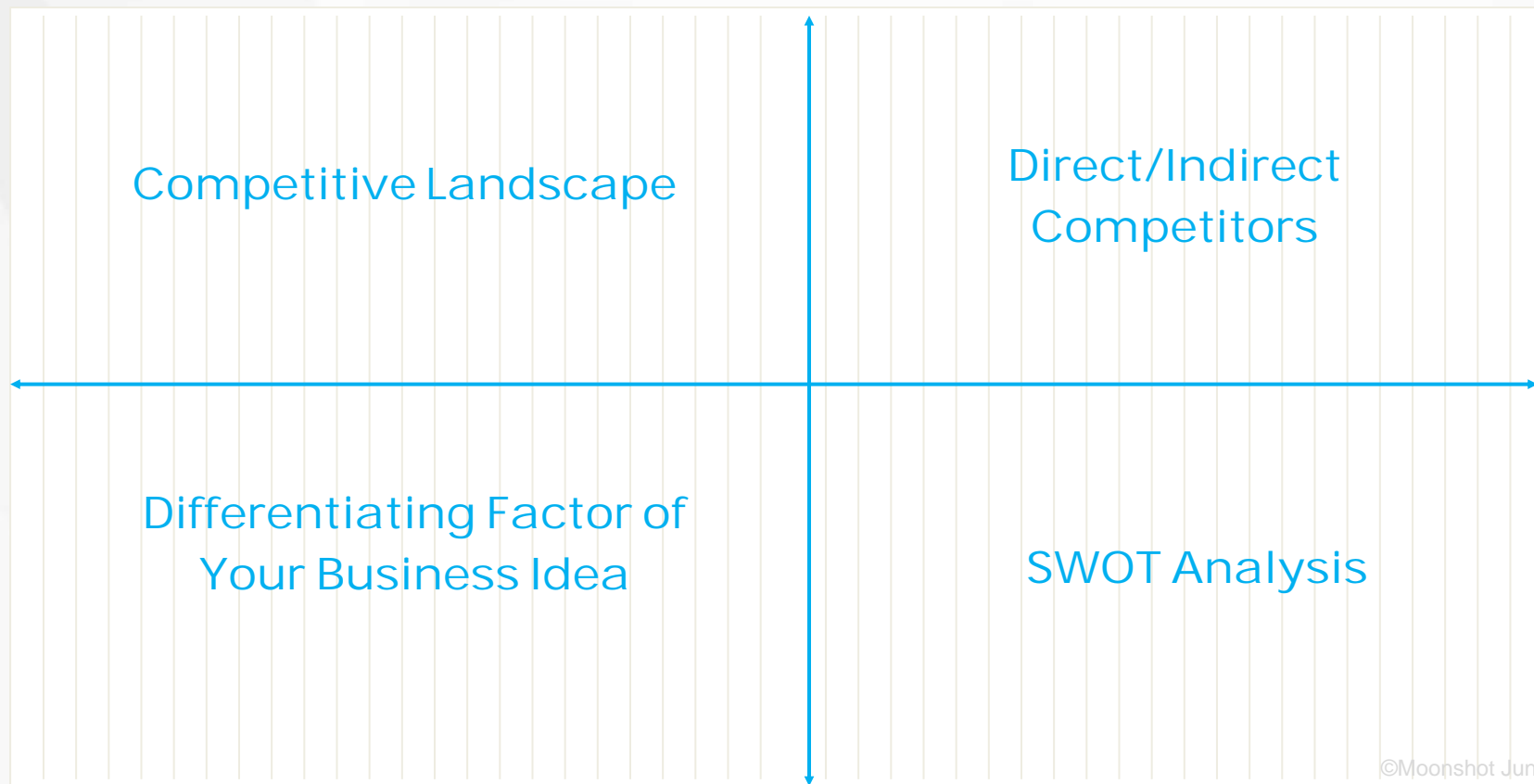


IDEA



BUSINESS

COMPETITIVE ANALYSIS



COMPETITIVE ANALYSIS

Competitive Landscape

	Competitor 1	Competitor 2	Competitor 3	Competitor 4
User Friendly	✓	✗	✗	✓
Privacy	✓	✗	✗	✓
Keyword Follow	✗	✗	✗	✓
Playlist Follow	✗	✗	✗	✓
Video Bookmarks	✓	✓	✓	✓
Video Autonext	✗	✓	✓	✓
Video Shuffle	✗	✗	✗	✓

SWOT Analysis

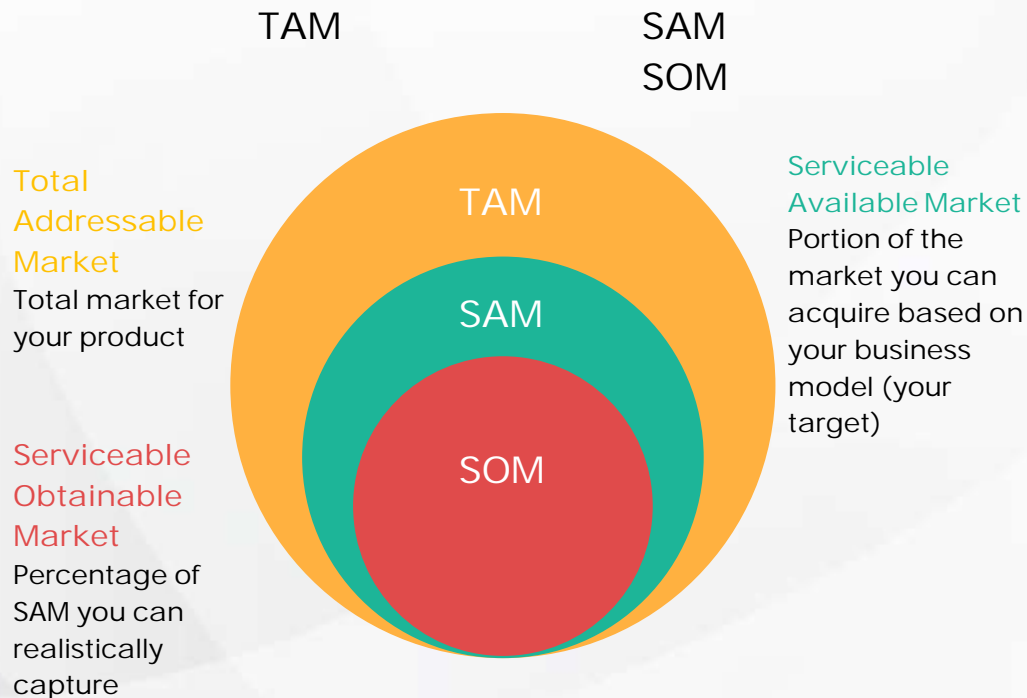


Differentiating factor of your business idea

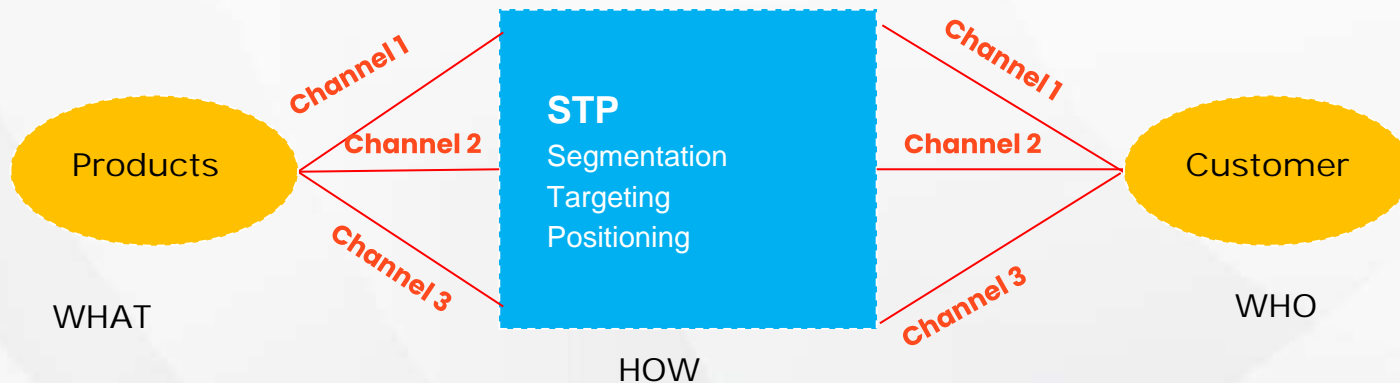
Direct/Indirect Competitors

TAM - MR & ANALYSIS

- How big is your potential market?
- How do you carry out the market research & identify the right market?
- What is the industry outlook?

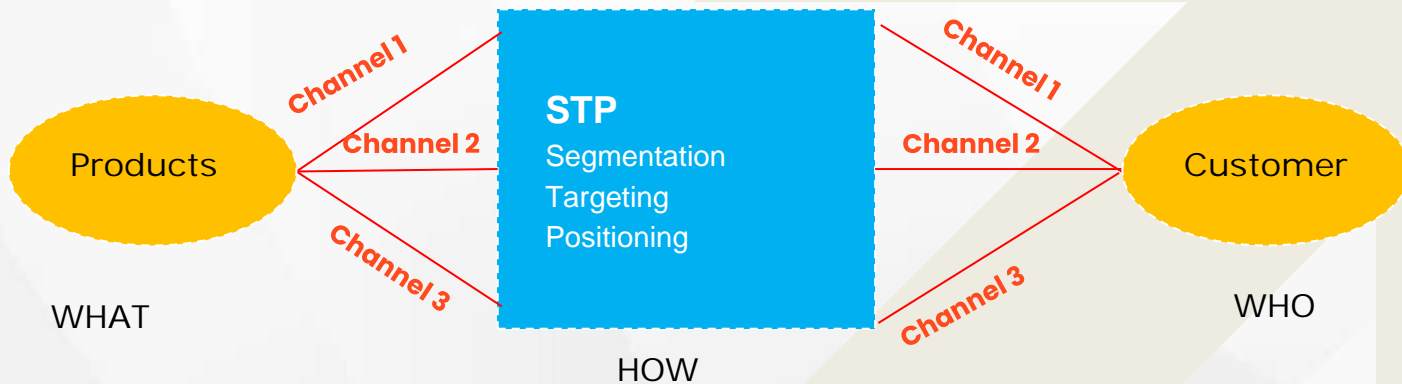


GO TO MARKET STRATEGY



- Social Media
- Digital Marketing
- 5 P's of Marketing: Product, Price, Promotion, Place and People

SALES PITCH



How do you plan to reach out to your target customers?



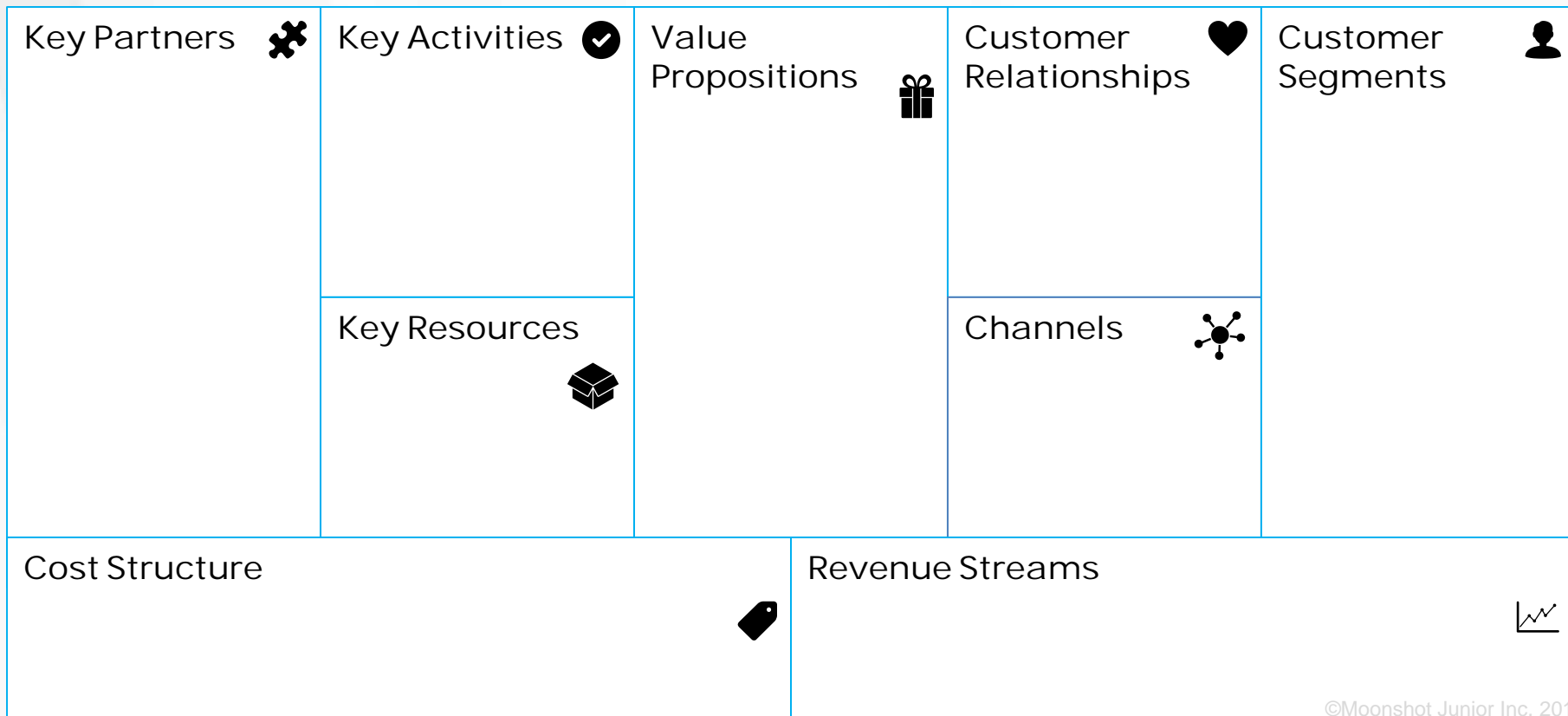
What is your positioning statement?



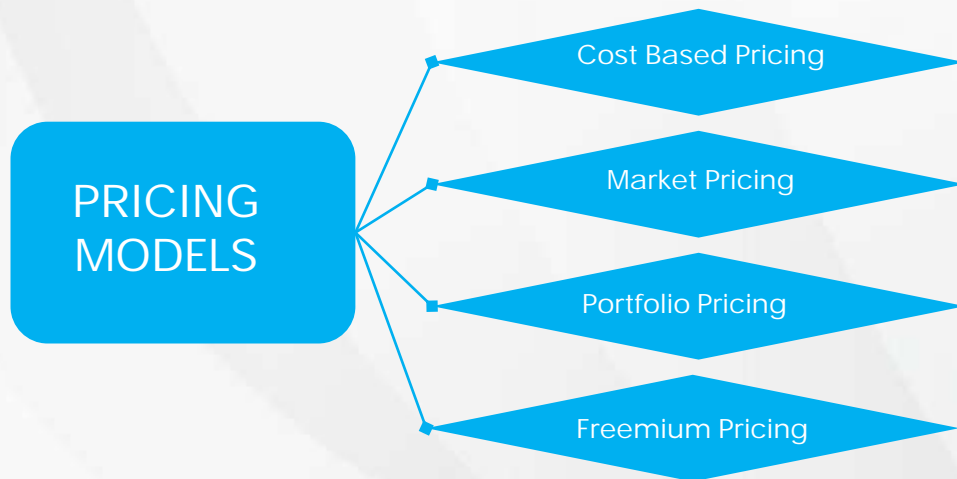
What is an "elevator pitch"?

How do you succinctly explain the nature and benefits of your business?

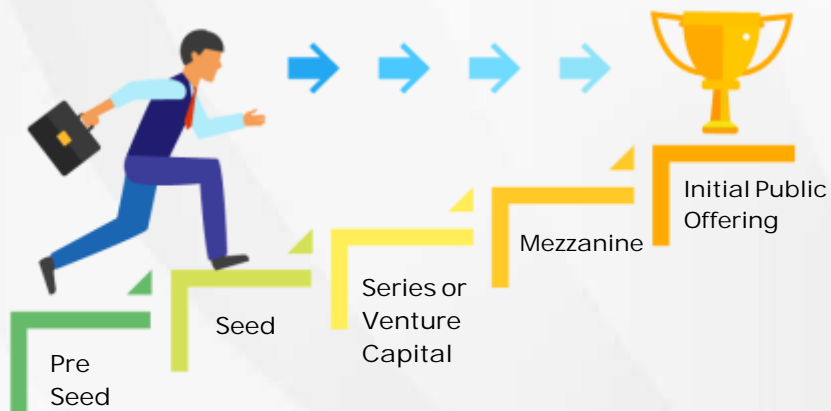
THE BUSINESS MODEL CANVAS



PRICING & REVENUE MODEL



FINANCE & FUNDING



How much funding do you need over the next 5 years? How are you going to use the funds?

What are the different sources of start-up financing?

How do you choose a financing option?

PRODUCT ROADMAP

What is a product roadmap and why it is important?

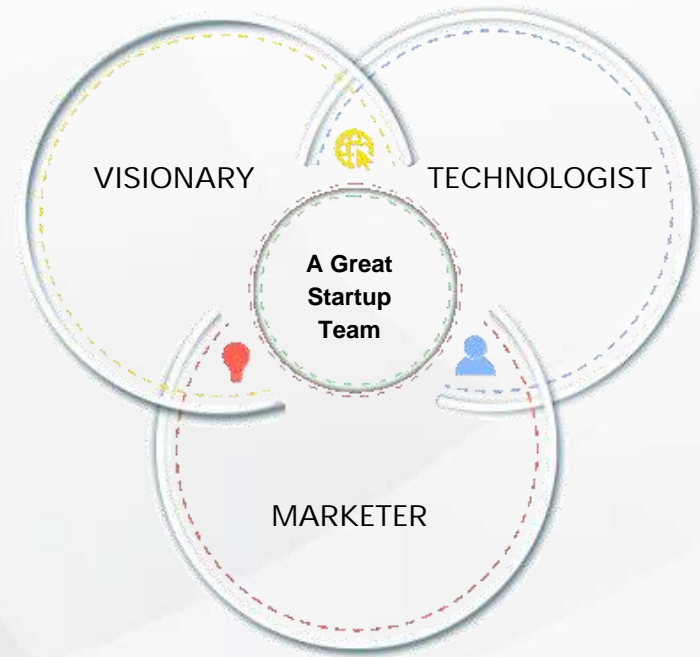
How do you create a product roadmap for your business idea?

What is an agile product roadmap?

	Jan	Feb	Mar	Apr	May
Application Development	Requirements				
		Design			
			Development		
					UAT & Bug Fixing
Sales & Marketing Team	User Surveys	User Feedbacks			User Demos

TEAM BUILDING - ORGN. & RESOURCES

- How important is a TEAM for a business plan?
- How your business (company) will be structured?
- What is an organizational chart and how would you use it to lay out the roles of key management?
- How to identify the available & unavailable resources of your business?



THANK YOU



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