

SEPTEMBER 2022

PITCH DECK CHECKLIST

FOR ENTREPRENEURS



ARE YOU LOOKING FOR HELP TO CREATE YOUR PITCH DECK BUT DON'T KNOW WHERE TO START?

LOOK NO FURTHER!

MY NAME IS SALONI KAUL AND AS AN ENTREPRENEUR'S COACH ON BUSINESS, LEADERSHIP, PEOPLE AND CULTURE, I AM ALWAYS INNOVATING AND SUPER EXCITED TO BRING NEW VALUE-ADDED SERVICES THAT HELPS MY CLIENTS SEE THEIR CHALLENGES TAKEN CARE OF!

AND THIS MONTH IT'S ALL ABOUT PITCH DECK! A RECENT CONVERSATION WITH A FELLOW ENTREPRENEUR SPARKED THIS OFF.

I'M GOING TO SHARE BELOW A CHECKLIST THAT WILL GET YOU THINKING AND CAPTURING THE INFORMATION AND DATA THAT IS NEEDED TO GET A BASIC PITCH DECK IN PLACE.

SO LET'S GET STARTED.



CHECKLIST

ABOUT YOU

YOUR NAME
COMPANY NAME
EMAIL
MOBILE

BUSINESS INTRODUCTION IN BRIEF

PROBLEM 1 - GIVE A STRIKING OVERVIEW OF THE PROBLEM AND EXPLAIN IT BRIEFLY.

SOLUTION 1 - DESCRIBE HOW YOU ENVISION SOLVING THE PROBLEMS YOU PREVIOUSLY SHARED.

PROBLEM 2 - ELABORATE ON HOW THIS NEGATIVELY IMPACTS PEOPLE AND THEIR EXPERIENCES.

SOLUTION 2 - COMMUNICATE BIG VALUE CONVENIENCES AND BE TRULY STRAIGHTFORWARD.

PROBLEM 3 - FRAME THE PROBLEMS EFFECTIVELY AS IT WILL SET THE STAGE OF YOUR ENTIRE PITCH.

SOLUTION 3 - BE VERY CLEAR SO YOU CAN SMOOTHLY JUMP NEXT TO INTRODUCING YOUR PRODUCT/ SERVICE.

NEW PRODUCT/ SERVICE – SHARE 5 FEATURES

INTRODUCE YOUR COMPANY'S PRODUCT OR SERVICE AS THE ULTIMATE SOLUTION TO THESE PROBLEMS.



CHECKLIST



TIMELINE SHOWING BIRTH OF PRODUCT / SERVICE -

A SIMPLE TIMELINE ON HOW YOUR PRODUCT OR SERVICE CAME TO BE IS A HELPFUL WAY OF VISUALIZING YOUR ORIGIN STORY. WHAT FRUSTRATIONS OR IDEAS LED TO THIS?

TRACTION -

WHERE IS YOUR COMPANY CURRENTLY AT? VISUALIZE WITH A GRAPH TO HIGHLIGHT IMPORTANT DEVELOPMENTS. IT CAN BE RELATED TO SALES, PRODUCTS OR SERVICES, STRENGTH OF PEOPLE, INCREASE IN NUMBER OF CUSTOMERS ETC

TARGET MARKET -

WHO ARE THE CUSTOMERS YOU WANT TO CATER TO? WHAT ARE THEIR PROFILES AND VISUAL PERSONAS? VISUALIZE THE PEOPLE WHO WILL TURN TO YOU FOR SOLUTIONS.

SIZE THE MARKET -

APPLY THE TWO WAYS TO SIZE THE MARKET - TOP DOWN OR BOTTOM UP.

TOTAL ADDRESSABLE MARKET - TAM

SERVICEABLE AVAILABLE MARKET - SAM

SERVICEABLE OBTAINABLE MARKET - SOM



CHECKLIST

DIRECT AND INDIRECT COMPETITORS WHO ARE THEY?

COMPETITIVE ADVANTAGES

**ADV1 - VISUALIZE YOUR
COMPETITIVE ADVANTAGES
USING A QUADRANT FOR
EASY SCANNING.**

**ADV2 - HOW IS THE
LANDSCAPE
DIFFERENTIATED AND
WHAT MAKES YOU
DIFFERENT.**

**ADV3 - WHAT CAN YOU DO
BETTER THAN YOUR
COMPETITION? HOW WILL
YOU OUTPERFORM THEM?**

**ADV4 - A COMPANY WITH
STRONG COMPETITIVE
ADVANTAGES ARE LIKELY
TO SURVIVE IN THE LONG**

THE TEAM -

**CEO
FIN
HR
ETC**

COMPETITOR APPROACH

**APPROACH 1 -
HOW WILL YOU SET YOUR
COMPANY FROM THE
COMPETITION?**

**APPROACH 2 -
HOW WILL YOU SET YOUR
COMPANY FROM THE
COMPETITION?**

**APPROACH 3 - E
VENTS, PARTNERSHIPS, ADS
— LIST THE EFFECTIVE WAYS
TO REACH THEM.**

**FUTURE ROADMAP -
WHAT ARE YOUR NEXT STEPS
AND GOALS? HOW MUCH
SUPPORT DO YOU NEED
FROM INVESTORS AND WHAT
WILL IT GET YOU?**

**STEP 1 Q1 OR Y1
STEP 2 Q2 OR Y2
STEP 3 Q3 OR Y3
STEP 4 Q4 OR Y4**



**THANK YOU
FOR USING THE CHECKLIST!!**

**IF YOU NEED ANY FURTHER
HELP WITH DESIGNING
YOUR PITCH DECK, PLEASE
CONNECT AT
+918882326117 (WHATSAPP)**

SALONI KAUL
LEAD WITH STRENGTH

