



Presentation Document

THE BENGALURU ANGLES > PRESENTATION DOCUMENT

Add link of your document if your answer contains a document in response to any question.

Start-Up Pitch

*What is your company's business? **

*What is the problem and what solutions does your business model provide? **

*How is the business model differentiated from the competition? **

Vision and Mission

*State Vision and Mission statement? **



Market and Industry Analysis

*Please state market definition, key segments, size of target segments, growth rates, key market trends and challenges/issues of the market. **

*Please briefly specify the critical success factors for a company in this market. **

*A visual illustration of the marketplace with names of various stakeholders, such as competitors, vendors, distributors, and customers. **

Value Addition, Products/Services, and Differentiation

*Elaborate on how does your company add value to the stakeholders? What are the key products and services and how are these differentiated based on technology and scalability? **

Barriers to entry and key competition



*Provide a matrix indicating competitor name, business line, geography, representative customer list, key strengths and weaknesses of each competitor. **

*Provide a SWOT matrix. (Strengths, Weaknesses, Opportunities, and Threats). **

*Explain why a well-funded new entrant in your market will not make you just a `me too `company? **

Business Model and Sales/Marketing Strategy

*Specify your revenue streams and corresponding costs. **

*Elaborate on the sales/marketing strategy including : a) Overall product/brand positioning b) Sales & distribution strategy c) Key business development alliances and partnerships d) Pricing strategy **

Market Traction

*Provide insights into the validation of your business strategy so far. **

*Provide metrics such as your key accounts, number of users, distributors, average revenue per user and any other metric you consider important for measuring the traction of your business. **

*Forecast your projections on each of the above metrics for the next year dividing it into four quarters. **

Management Team

*Provide matrix Stating name, qualifications, experience, companies worked for, period and assignments handled. **

Organization



*Provide organogram and hierarchical levels. **

*Names of the Directors and their brief profile? **

*Names of the shareholders and their brief profile? **

Financial performance and projections

*Provide the last three years' profit and loss account and projection for the next three years. **

*Kindly list the main 3 or 4 assumptions underlying the financial projections. **

*Please break down the revenues by the main business lines/products/services as applicable. **

Exit Strategy

Angels invest with a definite intent of exiting the investment within a defined time frame ranging from 3 to 7 years. Exit may occur in the form of the Company making an IPO (Initial Public Offering) or an M & A (Merger & Acquisition).

*Please list likely acquirers of your business and why would they be interested in acquiring your Company? provide a few examples of recent exit valuations in this market (IPO and/or M & A). **

Capital

*Please provide the debt and equity structure of your company. **



Please state the following mentioned below. a) Authorised capital and paid-up capital. b) A number of shares allotted and face value per share. c) Name the existing shareholders, equity contributed in INR, and percentage shareholding allotted. d) Debt raised if any: source and terms viz tenure, moratorium, and interest rates. e) Source and sinks of funds as at last month-end. f) Capital required and intended use thereof. *

Risks and Gaps

State the Risks(both internal and external) that your company may be faced with that may cause underachievement of targets. what are the corresponding mitigation processes envisaged. *

What are current gaps in the company in the strategy, business model, customer traction, talent, technology, operations, etc? *

Attachments(if any)

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