

"Opportunities don't happen. You create them."

- Chris Grosser



PitchDeck

Investor Pitching Made Easy

A Pitch Deck is a culmination of pre-work done through the mentoring process where in the mentor trains the promoter to create the basic necessary and essential documentation to support the pitch.



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IDEAL PITCH DECK

This is actually the point where in the prospective investor has shown some interest in the promoter's project and the promoter is given a time slot (say 5 to 15 minutes) to pitch their product/ service.

The Pitch Deck normally should be not more than 1 slide per minute. So based on the time given, he needs to configure his presentation. Ideally, a single slide can also make a good pitch deck provided concise and precise point to point areas can be covered.

The normal Pitch Deck may consist of Premises, Vision & Mission Statement, Team Structure, Introduction of the Product/ Services, Business Model covering methodology and USP, Technology Stack, Roadmap, Financial Strategy, Financial Projections & Funds required, Go-to-Market Strategy, Partnership & Synergy (for Strategic investment) and definitely a Contact information.



PITCH DECK OVERVIEW

Pitching is one of the most important and sometimes the most challenging element of the fund-raising process.

It has been seen that most pitches fail not because of the underlying idea but because of the perception created by the prospective investor due the inability of the promoter's presentation in a particular style and format.

Time constraint to present a pitch deck is a major factor in the failure. When one tries to pack lot of information in the short pitch presentation, he fails to communicate the right message to the prospective investor. It has been found that if the process of pitching and the pitch deck itself is tailored in a proper method, the success rate of acceptance goes up.

OUR OFFERING

After a thorough mentoring process through our product MentorBox, the output of PitchDeck is Information Memorandum (IM), the actual summarized, crisp deck for pitching to the investors, a detailed business plan containing Detailed Project Report and finally Detailed Strategy & Plan including Financial Plan & Strategy, the Marketing Plan & Strategy.

ISF Informatica and Analytica guides and mentors the start-ups in order to successfully receive funding from Investors and Investment firms.



Contact Us:

ISF Analytica & Informatica Private Limited

C-05, Kailash Dham, Dongre Park, Chembur,
Mumbai, Maharashtra - 400074
Mobile: +91 8928624224 | 26
Email: info@isfinformatica.com

www.pitchdeck.co.in
www.isfinformatica.com