
Pitch Deck نمونه تنظیم فایل ارائه به سرمایه‌گذار



BRAINVEST



صندوق پژوهش و فناوری غیردولتی گیلان
Gilan Research and Technology Fund



BRAINVEST

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معرفی

- نام کسب و کار
- ادعای شهرت شما
- نام و عنوان خود



Apple reinvents the phone



Breakthrough

MODERNIZING

MENTAL
HEALTH
CARE



Mark Goldenson, CEO
mark@breakthrough.com

www.breakthrough.com • angel.co/breakthrough-com • Prepared for Midas Capital • July 5, 2017

Problem

Price is an important concern for customers booking travel online.

Hotels leave you disconnected from the city and its culture.

No easy way exists to book a home with a local or become a host.

The Problem

The 'not so smart' smart phones



Hard to use



Fixed Buttons



Baby Software

شرح مشکل

با بیانی شفاف، مستقیم و
مسلّم
بدون اصطلاحات پیچیده فنی

The Solution

"Three in One"



iPod



Phone



Internet

Solution

A web platform where users can rent out their space to host travelers to:

**SAVE
MONEY**

when traveling

**MAKE
MONEY**

when hosting

**SHARE
CULTURE**

local connection to the city

انتخاب راه حل بهینه

- دلیل بهتر بودن راه حل‌های شما
- اولویت بندی و انتخاب بهترین آنها
- بررسی راه حل‌های فعلی و علت ایده‌آل نبودن آنها

محصول (کالا یا خدمات)

• معرفی محصول

• دلیل منحصر به فرد بودن آن

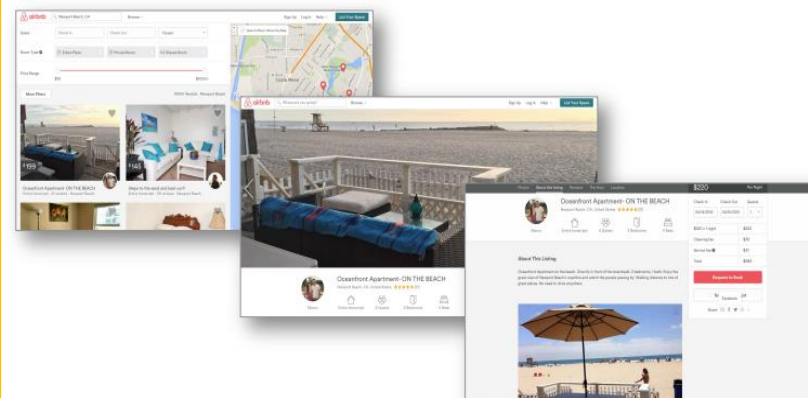
Product Demo



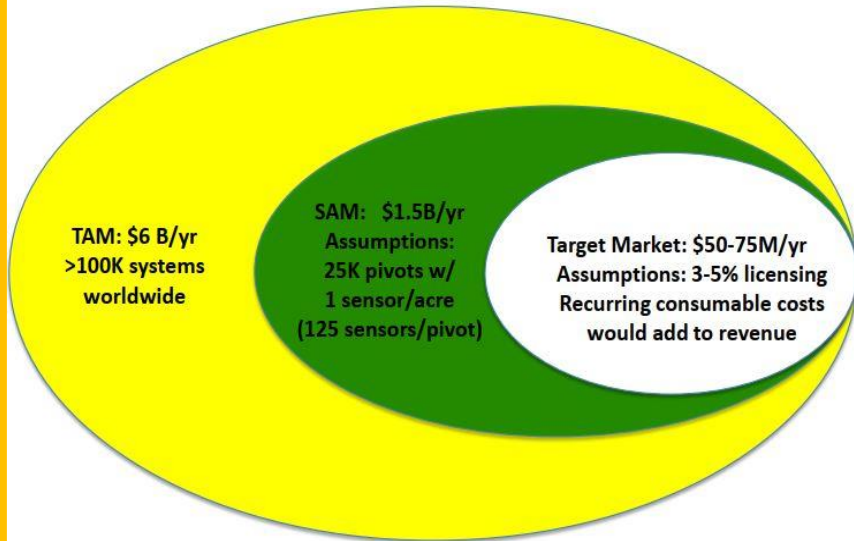
Product

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SEARCH BY CITY —→ REVIEW LISTINGS —→ BOOK IT!



Nitrate Sensor Market



Market Size

How big is the market (really)?



اندازه بازار

با استفاده از منبع معتبر و
تشخیص درست بازار

TAM	کل بازار موجود
SAM	بازار موجود با قابلیت ارائه خدمات
SOM	بازار در دسترس و قابل خدمت رسانی

Business Model

How will we make money?



Design
(Innovative)

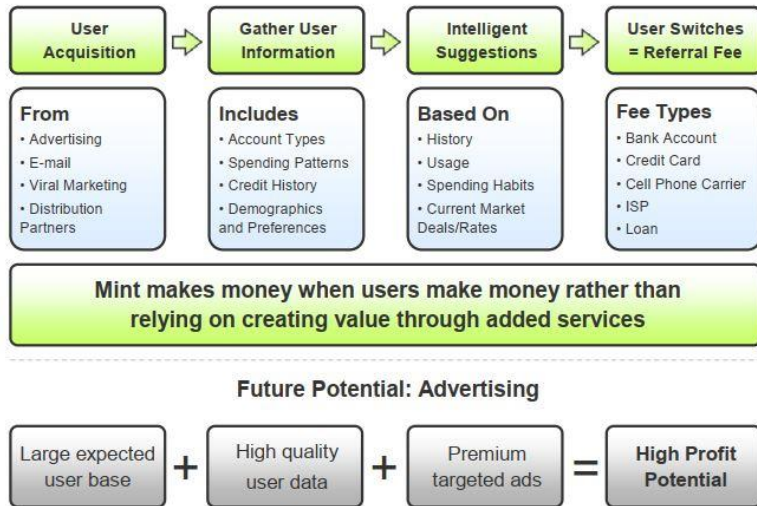


Make
(Low Cost)



Sell
(High Price)

Business Model



مدل کسب و کار

- ایجاد ارزش • نحوه تولید محصول یا خدمات
- عرضه ارزش • نحوه رسیدن محصول به دست مشتریان
- کسب ارزش • چگونگی به منفعت رسیدن با این کسب و کار

کشش بازار

با ارائه نمودار میزان موفقیت
کسب و کار خود را نشان دهید

Traction

What have we achieved so far?



Product
Ready



Partners in
25 Countries



197 Apple
Stores

Traction

- 800 Paying Users
- \$150,000 annual revenue run rate
- 97% margins
- 55,000 users, growing 40% per month
- 1.5 million updates Buffered

 buffer

Market Adoption

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EVENTS

target events monthly

Octoberfest (6M)
Cebit (700,000)
Summerfest (1M)
Eurocup(3M+)
Mardi Gras (800,000)

with listing widget

Widget screenshot

PARTNERSHIPS

cheap/alternative travel

GoLoco

KAYAK™

ORBITZ

CRAIGSLIST

dual posting feature

AirBnB
screenshot

Craigslist
screenshot

Marketing Plan

How will we reach our customers?



Online



Retail



Partners



Marketing

طرح بازاریابی

روش‌ها و کانال‌های جذب مشتری

Competition

Who are they? How are we different?



Blackberry



Nokia



Palm

رقابت

Competition

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• مقایسه رقبا با سنجش چند پارامتر

• مقایسه با شرکت‌هایی که دارای مزیت رقابتی باشند



BRAINVEST

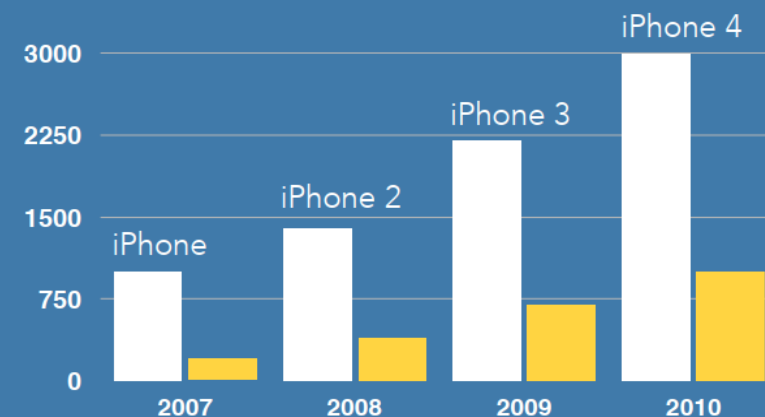
مالی

ارائه برنامه ریزی اقتصادی ۳ سال آینده

Financials

What are we expecting?

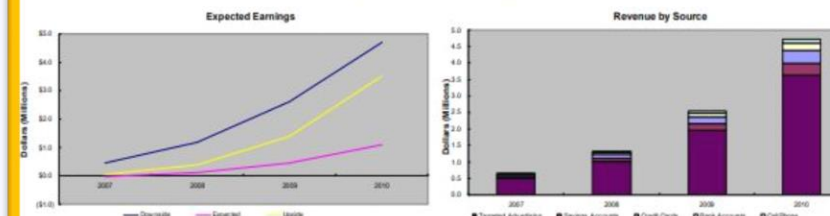
US\$ Millions



Financials

	Projected Year Ending December 31,				Assumptions	
	2007	2008	2009	2010	Investment	\$3.0M
Total Users	100.0	180.0	309.6	510.2	Stake	15%
Referrals					Hurdle Rate	5%
Credit Cards	\$56.3	\$111.4	\$210.7	\$382.0		
Savings Accounts	50.0	101.3	195.9	363.2		
Bank Accounts	30.0	62.1	122.8	232.8		
Internet Service Provider	97.5	193.1	365.3	662.1		
Cell Phone	17.5	33.3	60.4	104.6		
Targeted Advertising	500.0	1,012.5	1,959.2	3,632.3		
Total Revenue	\$751.3	\$1,513.6	\$2,914.3	\$5,377.1		
Sales and Marketing Expense	225.4	302.7	291.4	268.9		
General and Administrative Expense	300.0	544.0	942.7	1,565.3		
Research and Development Expense	187.8	340.6	590.1	980.0		
EBIT	\$38.1	\$326.3	\$1,090.1	\$2,562.9		

IRR: 25%



Team & Advisors

Aaron Patzer CEO & Founder	➔ Lead Architect, Nascentric (chip simulation software) ➔ Founder, GetAWebsite (search engine optimization)
David Michaels VP Engineering	➔ Director of Technology, ShockMarket Corporation ➔ Director of Engineering, PGP (security software)
Dave McClure Director Marketing	➔ Director of Marketing, PayPal (micro-payments) ➔ Director of Marketing, Simply Hired (job search)
Jason Putorti Lead Designer	➔ CTO & Founder, Novaroura (acquired by FittingGroup) ➔ Co-Founder, Six Madison (anti-fraud SAS)

Investors & Advisors

First Round Capital, Felicis Ventures, Ron Conway, Scott Cook (Intuit Founder & CEO)

Management Team

What's our experience and expertise?



Steve
CEO



Tim
COO



Jony
Design



Ron
Retail

تیه

افرادی که مسئله مطرح شده را می‌خواهند حل کنند

Funding

How much money do we need?

\$500 Mill



How much are
we raising?

\$300 Mill



How much have
we raised?



Production
\$300 Mill



Marketing
\$200 Mill

How will we spend
the money?

Product Development

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New Hires

This graph/chart is linked to excel, and changes automatically based on data. Just left click on it and select "Edit Data".

Marketing

This graph/chart is linked to excel, and changes automatically based on data. Just left click on it and select "Edit Data".



Operational Cost

This graph/chart is linked to excel, and changes automatically based on data. Just left click on it and select "Edit Data".

Slide 1 of 5

سرمایه

- نحوه استفاده از سرمایه
- معرفی سرمایه‌گذار فعلی
- مقدار سرمایه‌ای که می‌خواهید
- چگونگی استفاده از درآمد و افزایش آن