

Detailed guideline for ISSK 2024 - sports startup pitch deck

Title Slide:

- **Company Details:** Clearly display your company's name, logo, Website (if have), Year of company formation and Type .
- **Tagline or Mission Statement:** A concise statement summarizing your startup's purpose.
- **Your Category:** Ideation Stage/ Product Stage/ Scale up stage

Problem Statement:

- **Introduction to the Problem:** Clearly define the problem your startup is addressing in the sports industry.
- **Statistics and Market Research:** Include relevant data and statistics to emphasize the significance of the problem (If applicable).

Solution:

- **Description of Your Solution:** Explain how your startup offers a solution to the identified problem.
- **Key Features and Benefits:** Highlight the unique features and benefits of your solution.

Market Opportunity:

- **Target Audience:** Define your target market and customer segments within the sports industry.

- **Market Size:** Provide data on the overall market size and the specific segment you are targeting.
- **Trends and Growth Potential:** Discuss current trends in the sports industry and how your startup aligns with or capitalizes on them.

Business Model:

- **Revenue Streams:** Clearly outline how your startup plans to generate revenue.
- **Pricing Strategy:** Describe your pricing model and rationale behind it.

Competitive Landscape:

- **Competitor Analysis:** Identify key competitors and analyze their strengths and weaknesses.
- **Unique Selling Proposition (USP):** Clearly define what sets your startup apart from competitors.

Go-to-Market Strategy:

- **Marketing and Sales Plan:** Outline how you plan to market and sell your product or service.
- **Customer Acquisition Strategy:** Describe how you will attract and retain customers.
- **Distribution Channels:** Detail the channels through which you will deliver your product or service to customers.

Traction:

- **Key Milestones Achieved:** Highlight any significant achievements or milestones your startup has reached.
- **User Metrics:** If applicable, include user acquisition and engagement metrics.

Financial Projections:

- **Revenue Projections:** Present detailed revenue forecasts for the next 3-5 years.

- **Expense Breakdown:** Provide a breakdown of anticipated expenses.
- **Profitability Timeline:** Outline when you expect the startup to become profitable.

Team:

- **Founder and Team Introduction:** Introduce the founding team members and other key players with their relevant experience.
- **Key Advisors:** If applicable, introduce key advisors and their roles.

Funding Required:

- **Amount Sought:** Clearly state the amount of funding you are seeking.
- **Use of Funds:** Outline how you plan to use the funds raised.

Investment Terms:

- **Equity Offered:** Specify the equity or ownership stake you are offering in return for investment.
- **Valuation:** Clearly state the valuation of your startup (If applicable).

Contact Information:

- **Founder's Contact Information:** Provide contact details for key members of the founding team (Any 2).
- **Additional Resources:** Include links to your website, social media, and any additional resources.

Appendix:

- **Additional Supporting Documents:** Include any additional documents or references that support your pitch (*You should submit them, if asked by investors*).

Notes:

Slides: Maximum number of slides is 15, and the above guidelines are general. You can adapt them accordingly, adding or removing segments as necessary. Feel free to make any further adjustments based on your preferences.

Keep It Concise: Pitch deck to be completed in 15-20 minutes.

Proofread: Ensure there are no grammatical or typographical errors.

Clarity and Simplicity: Ensure the language is clear, and concepts are easily understandable.

Remember, your pitch deck is a tool to generate interest and conversation. Tailor the content to your specific startup, and be prepared to elaborate on each point during the actual pitch.

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Be a part of ISSK 2024 Startup Pitch – where innovation meets opportunity! Good luck, and we're excited to have you on board!