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BUSINESS DECK

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CONFIDENTIAL

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BUSINESS COACH

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- Company Mission & Summary
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- The Ask
- Thank You



COMPANY MISSION & SUMMARY

Our Philosophy

A company philosophy statement represents the fundamental principles and values that guide the behavior and decisions of both the organization and its employees.

Our Mission

A summary of your organization, outlining the purpose and objectives of your company's mission.

Our Vision

An outline of your company's unique strengths, focusing on what sets your business apart from competitors, the distinctiveness of your products, and the expertise of your team

Our Goals

An overview of the company's aims including sales, client growth, partnerships, expansion plans, and its short and long-term financial goals.

YOUR TEAM



Managing Directors

Make sure it highlights your strengths pertaining to your new business



The owner(s)

What makes you qualified to run this company



Departments/Teams

This should be short paragraphs about you and your team.

Writing about your team at its best possible 'self'. Imagine your team functioning at its optimal level, with each of its members performing to the best of their abilities, and the team achieving all the things that it sets out to achieve.



PROBLEM

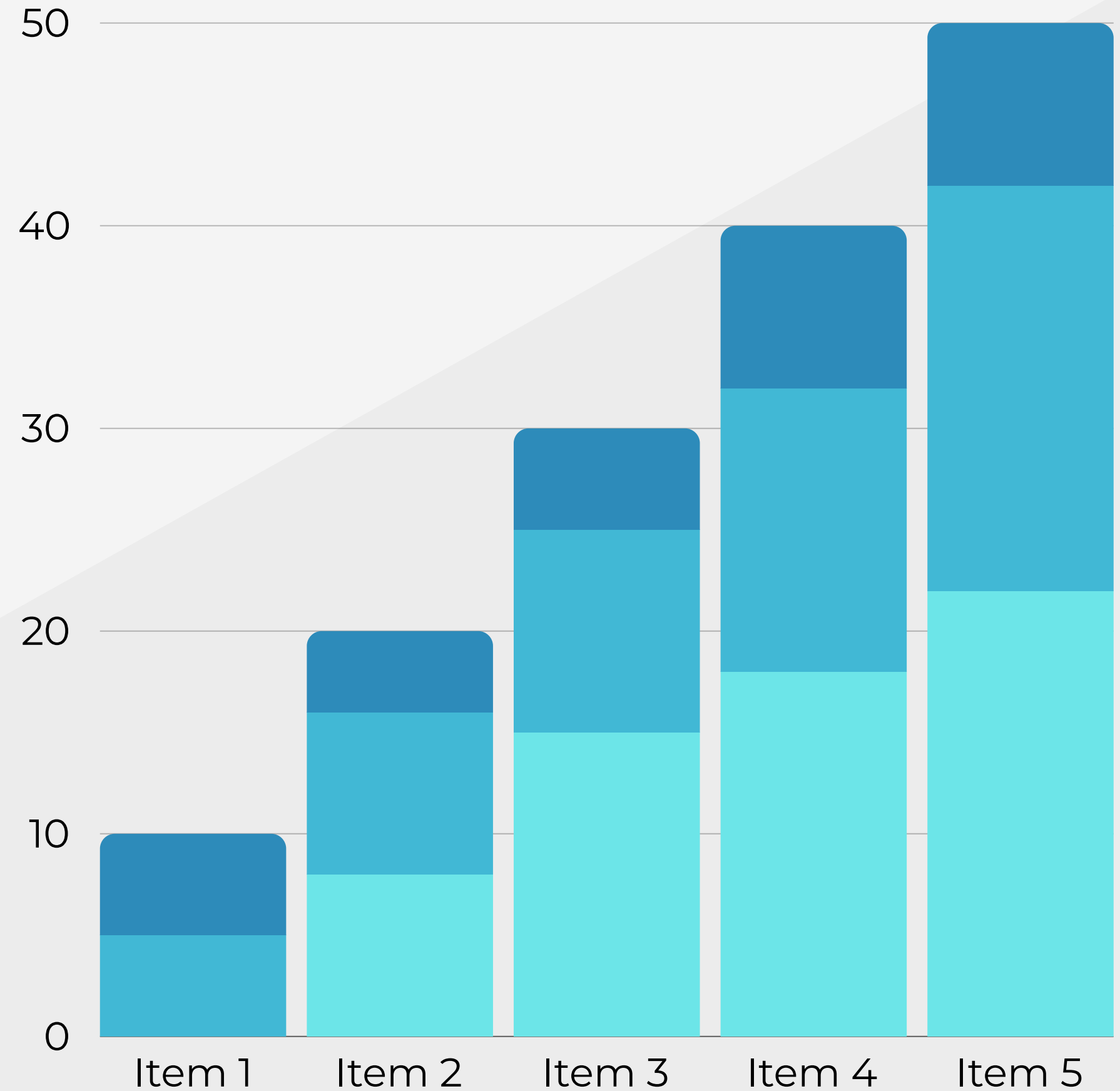
- Market demand
 - What problem does your company solve?
 - Whats the need?





MARKET ANALYSIS

- Research on your industry:
 - Threats and opportunities
- Where it is now?
 - Size
 - Trends
- Where it's going?
 - Size and trends





COMPETITOR

The data of your competitor :

- What is the differences





KEY CUSTOMER PROFILE



The data of your Customer:

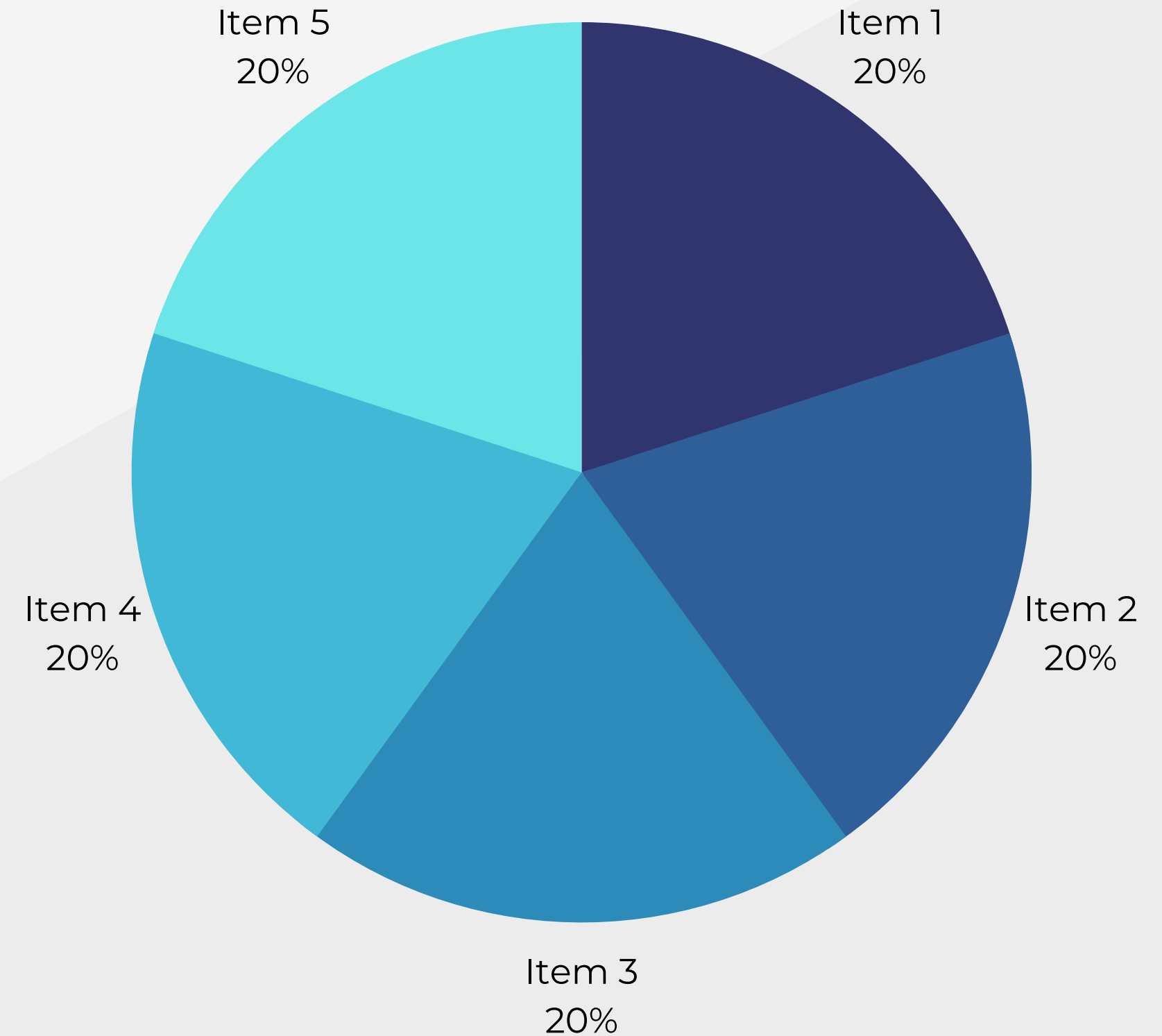
- Research your customer and your market.
 - What are the spending habits of your customer
 - What triggers purchase
 - Usage rate
 - One time buyers or repeated
 - Demographics
 - Age
 - Gender
 - Socioeconomic status
 - Geographic locations
 - Size
 - Lifestyle
 - Interest,
 - Values
 - Personality traits





THE SOLUTION (PRODUCT & SERVICES)

- What are the products and quality
- What problem do they solve (any features that make your solution better than your competitor's)
- Targeted Customer
- Main Competitor





PRICING

- Describe your pricing model
- How is your price compared to your competitors



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LOCATION

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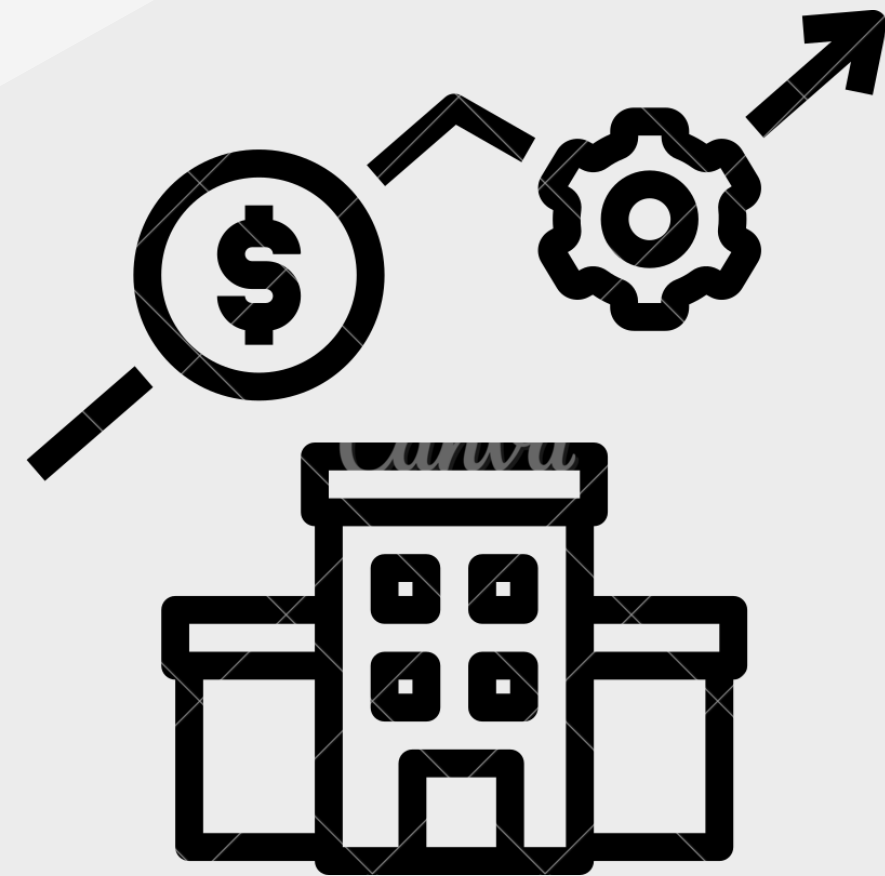
MARKETING

- How will you market your company:
 - Networking
 - Trade Shows
 - Email Marketing
 - Online Marketing
 - Word of Mouth
 - Advertisement
 - Out of Home advertising
 - Print (magazine, Newspaper flyer etc)
 - TV



3 YEAR PROJECTIONS

- How much will it cost to start your business?
 - Cashflow from day one
- Actual and projected profit & loss 3 years out



A chart shows the project schedule and deadlines



THE ASK

What do you want to get
from the reader?

- Partnership
- Investor
- Capital





THANK YOU

*We look forward to working
with you*

OFFICE



123 Anywhere St., Any City



+123-456-7890



www.yoursite.com

