

MATTERS²

Executive Summary.

- Company Overview
- Key Financials and Drivers
- Scope of Investment
- Key Considerations

Company.

- History and milestones
- Legal Structure
- Overview on IP, Trademarks & Patents
- Business Model
- Corporate Vision and Strategy

Business.

- Business Units and Markets
- Products and Services
- Customers & Partnerships
- KPIs

Organisation.

- Team
- Overview of Operations

PITCH DECK CHECKLIST

Data to include in the
Pitch Deck

Market.

- Market Analysis
- TAM SAM SOM
- Competitors & Competitive Position

Financials.

- P&L Statement
- Balance Sheet
- Cash Flow

Outlook.

- Long and Short Term Goals
- Growth Strategies
- Exit Strategy
- Company Valuation
- Investment Proposal