

# Pitch Deck Structure + Company Overview Template

Tamil Tech Meetups - Jaffna  
High Tech Investment Opportunities

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# Introduction (1 minute)

- Briefly introduce the company and its core product/service.
- Highlight the problem the product/service addresses and its market potential.

# Market Opportunity (1-2 minutes)

- Provide an overview of the market size and potential growth.
- Present any market trends or shifts that support the need for your solution.
- Discuss target demographics and potential customer segments.

# Product/Service Overview (2-3 minutes)

- Dive into the specifics of your product/service.
- Highlight key features and functionalities.
- Showcase any unique selling points or competitive advantages.
- If applicable, share any traction metrics or user feedback.

# Business Model (1-2 minutes)

- Explain how your company plans to monetize the product/service.
- Discuss pricing strategies, subscription models, or revenue streams.
- Share any existing partnerships or potential collaborations.

# Go-to-Market Strategy (1-2 minutes)

- Outline your plan for reaching and acquiring customers.
- Discuss marketing channels, sales strategies, and distribution methods.
- Highlight any partnerships or collaborations that will facilitate market penetration.

# Financial Projections (1-2 minutes)

- Present your financial forecasts for the next 3-5 years.
- Include revenue projections, growth rates, and key financial metrics.
- Briefly discuss your assumptions and any factors influencing your projections.

# Team (1 minute)

- Introduce key members of your team and their roles.
- Highlight relevant experience, expertise, and achievements.
- Emphasize why your team is uniquely positioned to execute the business plan successfully.



# Investment Ask and Use of Funds (1 minute)

- Clearly state the amount of funding you are seeking.
- Explain how the funds will be used to drive growth and achieve key milestones.
- Provide a breakdown of allocation, if possible.

# Closing (30 seconds)

- Recap key points and the value proposition.
- Express gratitude for the opportunity to present.
- Invite questions and further discussion.