



مندوق خليفة لتطوير المشاريع
Khalifa Fund for Enterprise Development

Abu Dhabi Business Week Startup Competition

Empowering Future Innovators Across Key Sectors

Pitch Deck Submission Guidelines

Competition Date
5 Dec 2024



Cover Slide



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- **Title:** *[Your Company Name]*
 - **Tagline:** *[A compelling one-liner that summarizes your business]*
 - **Presenter:** *[Your Name], [Your Title]*
 - **Contact Information:** *[Email Address], [Phone Number]*
 - **Design Tip:** Use a clean, professional design with your company logo prominently displayed.
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Problem

- **Headline:** *"The Problem We're Solving"*

Content:

- **Clear Definition:** Describe the significant problem your target customers face.
 - **Evidence:** Include compelling statistics, quotes, or anecdotes that highlight the problem's severity.
 - **Visuals:** You can use relevant images or icons to illustrate the problem.
 - **Tip:** Make the problem relatable and emphasize its impact on the target market.
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Solution

- **Headline:** *"Our Innovative Solution"*

Content:

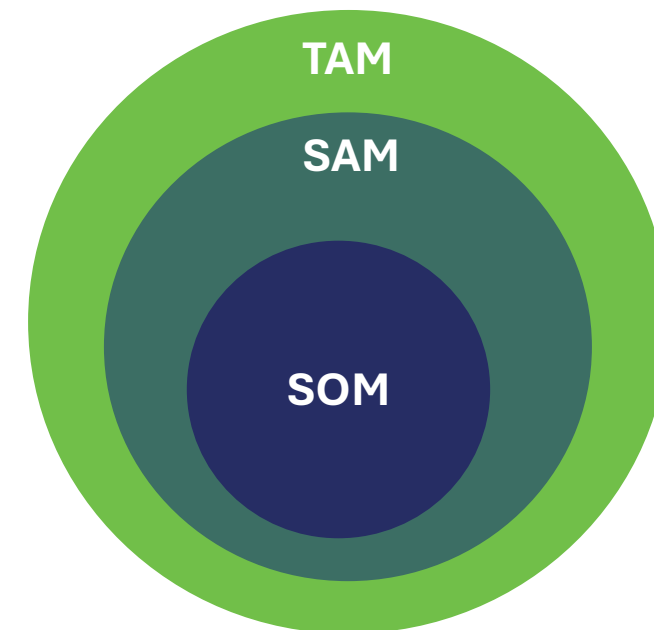
- **Your Offering:** Introduce your product/service as the ideal solution.
 - **Unique Value Proposition:** Highlight what sets your solution apart from others.
 - **Benefits:** Focus on how it improves the user's life or business.
 - **Visuals:** You can include product images, screenshots, or a brief demo video.
 - **Tip:** Keep the explanation simple and avoid technical jargon.
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Market Opportunity

- **Headline:** *"The Market Potential"*

Content:

- **Market Size:** Provide Total Addressable Market (TAM), Serviceable Available Market (SAM), and Serviceable Obtainable Market (SOM) figures.
- **Growth Trends:** Showcase market trends and growth rates.
- **Target Audience:** Define your ideal customer segments.
- **Visuals:** You can use graphs or charts to illustrate market data.
- **Tip:** Use credible sources for your data and cite them if possible.



Product



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- **Headline:** *"See Our Solution in Action"*

Content:

- **Key Features:** Highlight the main functionalities of your product/service.
 - **User Experience:** Emphasize ease of use and intuitive design.
 - **Visuals:** You can include a live demo, video, or a series of screenshots.
 - **Tip:** Ensure any demos are glitch-free and enhance understanding.
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Traction



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- **Headline:** *"Our Progress So Far"*

Content:

- **Key Metrics:** Show data on users, revenue, growth rates, or customer testimonials.
 - **Milestones Achieved:** Highlight significant accomplishments and benchmarks.
 - **Visuals:** You can include charts or infographics displaying growth over time.
 - **Tip:** Real data builds credibility and investor confidence.
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Business Model

- **Headline:** *"How We Make Money"*

Content:

- **Revenue Streams:** Explain your primary and secondary sources of income (e.g., subscriptions, sales, licensing).
 - **Pricing Strategy:** Outline how your pricing is competitive yet profitable.
 - **Scalability:** Discuss how your business model supports growth.
 - **Visuals:** You can use flowcharts or diagrams to illustrate the business model.
 - **Tip:** Be transparent and straightforward about your monetization strategies.
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Marketing and Growth Strategy

- **Headline:** *"Our Plan to Scale"*

Content:

- **Customer Acquisition:** Describe how you plan to attract users (marketing campaigns, partnerships).
 - **Channels:** Outline the marketing and distribution channels you will use.
 - **Retention Strategy:** Explain how you will keep customers engaged and encourage repeat business.
 - **Visuals:** You can include a marketing funnel or timeline of planned activities.
 - **Tip:** Demonstrate a clear and actionable plan to grow your customer base.
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Competitive Analysis

- **Headline:** *"Standing Out in the Market"*

Content:

- **Competitor Overview:** List main competitors and their offerings.
 - **Differentiation:** Highlight your competitive advantages and unique selling points.
 - **Market Positioning:** Explain where you fit in the market landscape.
 - **Visuals:** You can use a positioning matrix or SWOT analysis.
 - **Tip:** Be honest about competition and emphasize your strengths.
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Team

- **Headline:** *"Meet Our Team"*

Content:

- **Founders and Key Members:** Brief bios highlighting relevant experience and expertise.
 - **Advisors and Board Members:** Include notable individuals who add value.
 - **Visuals:** You can use professional headshots and include names and titles.
 - **Tip:** Show why your team is uniquely qualified to execute the business plan.
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Financial Projections

- **Headline:** *"Financial Outlook"*

Content:

- **Forecasts:** Present projected revenue, expenses, and profitability for the next 3-5 years.
 - **Key Assumptions:** Explain the basis for your projections (market growth, customer acquisition rates).
 - **Break-Even Analysis:** Indicate when you expect to become profitable.
 - **Visuals:** You can use tables and graphs to represent financial data clearly.
 - **Tip:** Ensure figures are realistic, conservative, and defensible.
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Funding Requirements

- **Headline:** *"Investment Opportunity"*

Content:

- **Amount Needed:** Specify the exact funding amount you're seeking.
 - **Use of Funds:** Break down how the investment will be allocated (e.g., product development 40%, marketing 30%, operations 20%, contingency 10%).
 - **Runway:** Indicate how long the funds will sustain operations and lead to key milestones.
 - **Visuals:** You can include pie charts or bar graphs illustrating fund allocation.
 - **Tip:** Align funding needs with strategic objectives and upcoming milestones.
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Thank You

End of Presentation