

Questions to be kept in mind while creating a deck!!!

1. Choose the best format which suits you most
2. Restrict to less than or equal to 10-12 Slides in total for Pitch Deck
3. The slide mentioned are suggestions and not mandatory. One may skip/ add the slides on the basis of need and current status

Intro Slide

- Company Name
- Website Link
- One-liner outlining what you do.

Problem / Opportunity

- Describe the problem you are solving. Or Opportunity.
- Insights on validation of the problem (stats or any).

Solution

- How do you solve the problem that you mentioned?
- Mention the USP of your solution.

Product

- **State of XR (Immersive Technologies in your solution)**
- Mention in detail how are you leveraging VR AR MR technologies in your proposed solution.
- Mention IP generated if any.

Business Model

- Mention details about your business model.
- Unit Economics and Pricing details to be mentioned.
- Mention key stakeholders in your business model (partners, customers.. Etc)

Market

- Mention details about your Target Market
- TAM, SAM, SOM details if any.

Traction

- Mention your current Customers / Users / Pilots / other numbers if any.
- Revenue generated till now.

Financial Projections

- Share your financial projections for the next two years.

Competition

- Mention how better are you than your competitors through a chart or graph

Vision / Roadmap

- Mention your roadmap and how do you become a large company.

Team

- List down key team members/ roles and advisors if any

How this accelerator program can help you?

- Describe how XR Startup Program can help your company grow.

Use of Funds (Grant of INR 20 Lakhs)

- Breakdown how you want to use the grant money.