

PLANTBASED SOLUTIONS

Investor Pitch Deck Template



TITLE

Logo

Company Name,

Your Name

Your Contact Information

Dated Version



PROBLEM / OPPORTUNITY

Describe the problem and pain point that your brand/product is alleviating.

Allude to white-space if possible



UNIQUE VALUE PROPOSITION

Explain the value of the pain you alleviate.

State the main differentiating points.



MARKET OPPORTUNITY

Describe the macro and micro markets for your product. Overall category i.e. plant-based dairy alternatives (micro) focusing on the size of the plant-based yogurt market.



TARGET CONSUMER

Introduce your target core consumer to show how large the potential market is for your product and who you will be focusing marketing efforts towards.



GO-TO MARKET STRATEGY

Describe your launch plans, calendar and within which sales channels you will focus.



COMPETITIVE ANALYSIS

Demonstrate both who your competition is and how you differentiate from them.



MANAGEMENT TEAM

Investors invest in the founder and strong team as much if not more than they invest in the product. Show your strength.



FINANCIALS

Provide a three-year P&L with gross margins and EBITDA. Be ready to discuss the details.



CAPITAL RAISE & USE OF FUNDS

Show how much you are raising and how you will utilize these funds to grow your business.



Thank You!