

How to pitch for raising funds

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Is there a need to raise fund? Ask yourself

You can bootstrap.

Work on your startup, do market research, gain initial traction.

If you get a chance to pitch in a minute, what would it be like?

THE ONE MINUTE PITCH (in 5 sentences)

1. My company, _(company name), is developing (defined offering) to help (define target audience) (solve a problem) with (USP).
2. We compete in the growing (define market) market, which last year was a (define market value) value market.
3. We are similar to (competitor-1) & (competitor-2) but we (one key differentiator).
4. Currently we have (current status of product, team or company whichever highlights best) .
5. We are looking for (the ask) to help us (usage of the funds).

[\(pitch example\)](#)

Show Early traction in your pitch deck

Start with a story or a solution to a problem.

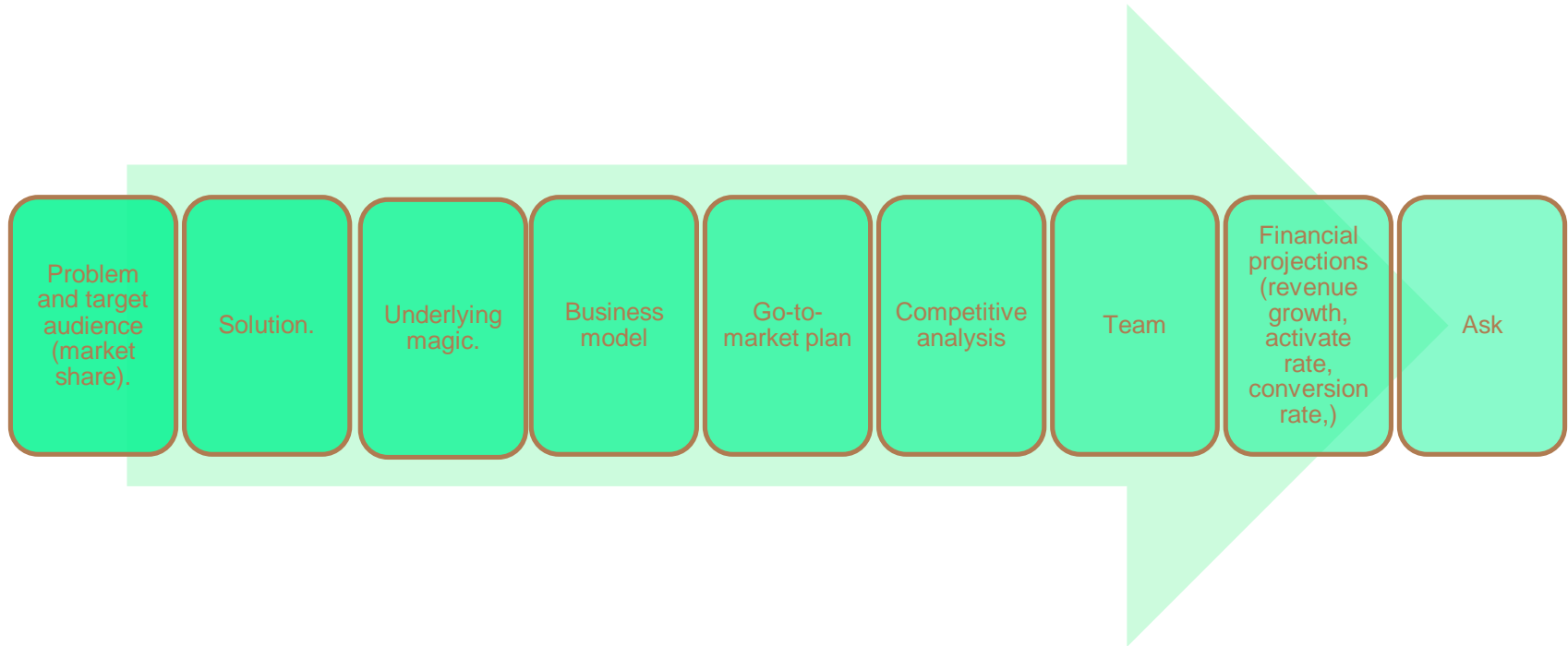
Market research feedback.

Set of added customers & their feedback.

Show failures and prototypes made till now.

Show you are ready to accept customer feedback.

Pitch deck slides



Red flags in startup to invest

High dilution at early stage

Poor financials

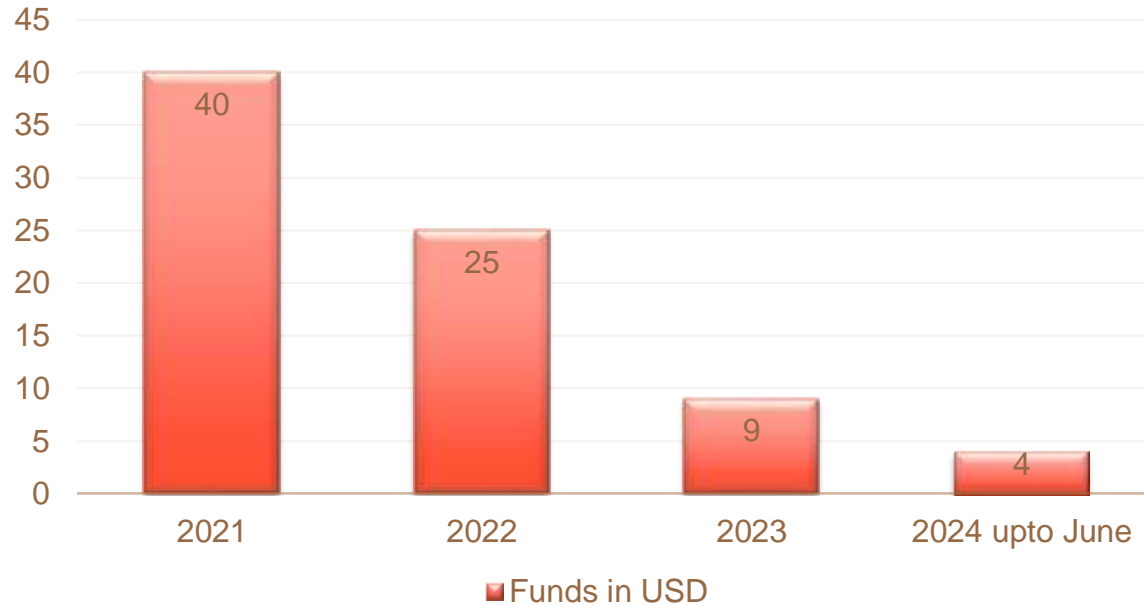
Non scalability

Valuation issues

Legal issues

Investment is declining

Yearwise decline



Will be sharing this in case you need it

[Business plan template](#)

[Startup repository](#)

[Bain report of funding](#)

Thank you!

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