



Pitch deck

Mirjam Nilsson

About us



At Contoso, we empower organizations to foster collaborative thinking to further drive workplace innovation. By closing the loop and leveraging agile frameworks, we help business grow organically and foster a consumer-first mindset.

Problem

Market gap

Few, if any, products on the market help customers like we do

Customers

66% of US consumers spend money on multiple products that only partially resolves their issue

Financials

Millennials account for about a quarter of the \$48 billion spent on other products in 2018

Costs

Loss of productivity costing consumers thousands of dollars



Solution

Close the gap

Our product makes consumer lives easier, and no other product on the market offers the same features

Target audience

Gen Z (18-25 years old)

Cost savings

Reduce expenses for replacement products

Easy to use

Simple design that gives customers the targeted information they need

Product overview

Unique

Only product specifically dedicated to this niche market

Tested

Conducted testing with college students in the area

First to market

First beautifully designed product that's both stylish and functional

Authentic

Designed with the help and input of experts in the field





Product benefits

Cool and stylish product

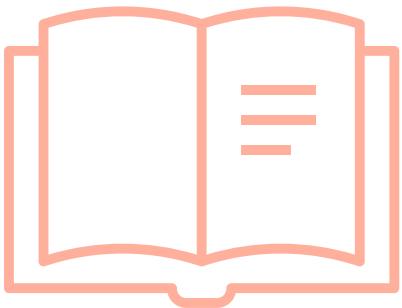
Areas for community connections

Online store and market swap

A close-up photograph of a person's hands reaching towards a cluster of succulent plants. The person is wearing a blue and white checkered shirt. The succulents have thick, fleshy leaves in shades of green, blue, and yellow. A large, semi-transparent white rectangular box is overlaid on the image, containing the text.

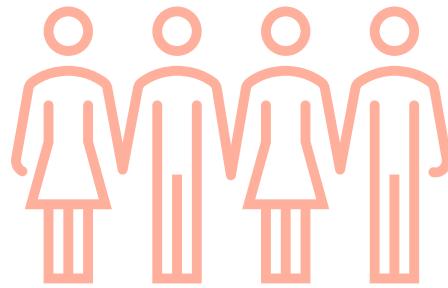
Company overview

Business model



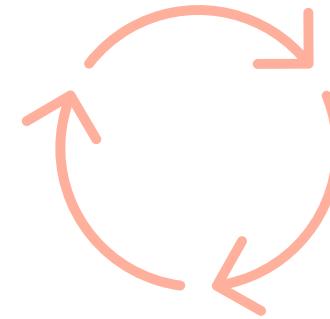
Research

We based our research on market trends and social media



Abstract

We believe people need more products specifically dedicated to this niche market



Design

Minimalist and easy to use

Market overview

\$3B

Opportunity to build
Fully inclusive market
Total addressable market

\$2B

Freedom to invent
Selectively inclusive market
Serviceable available market

\$ 1B

Few competitors
Specifically targeted market
Serviceable obtainable market



Market comparison



\$3B

Opportunity to build

Addressable market



\$2B

Freedom to invent

Serviceable market



\$1B

Few competitors

Obtainable market

Our competition

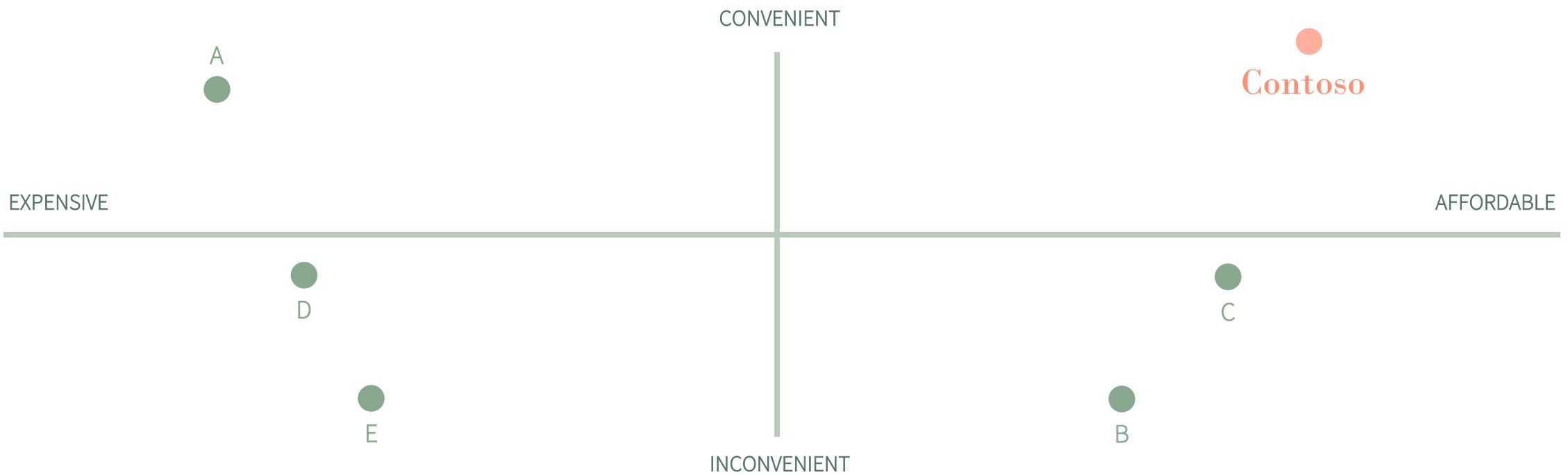
Contoso

- Our product is priced below that of other companies on the market
- Design is simple and easy to use, compared to the complex designs of the competitors
- Affordability is the main draw for our consumers to our product

Competitors

- Company A Product is more expensive
- Companies B & C Product is expensive and inconvenient to use
- Companies D & E Product is affordable but inconvenient to use

Competitive layout



Growth strategy

How we'll scale in the future

Feb 20XX

Roll out product to high profile or top-level participants to help establish the product

May 20XX

Release the product to the general public and monitor press release and social media accounts

Oct 20XX

Gather feedback and adjust product design as necessary

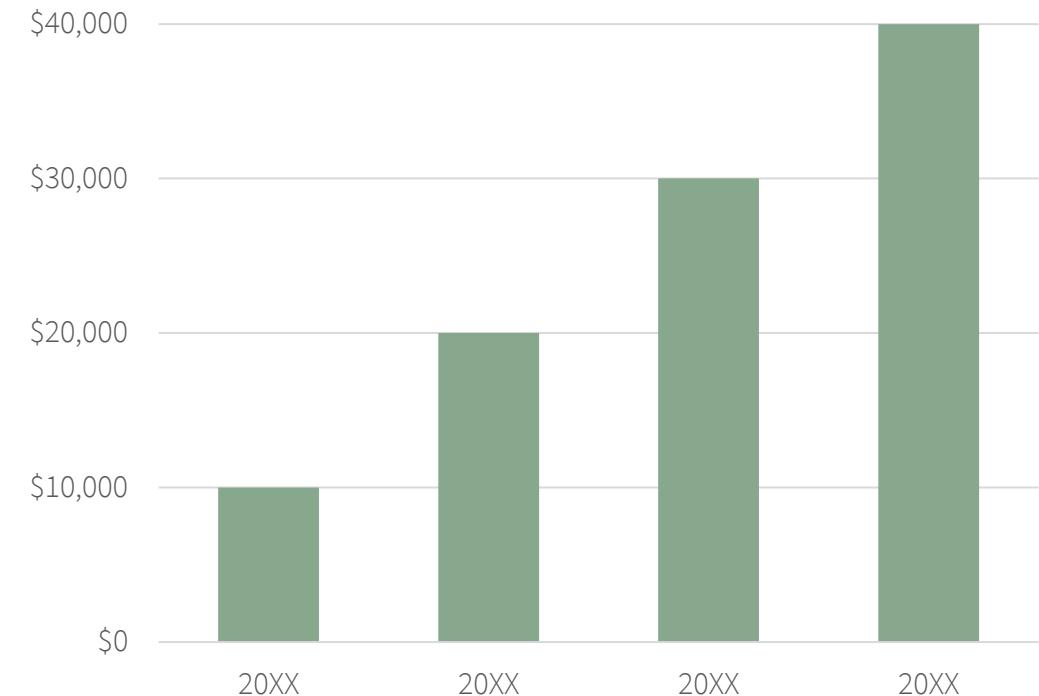
Traction

Forecasting for success

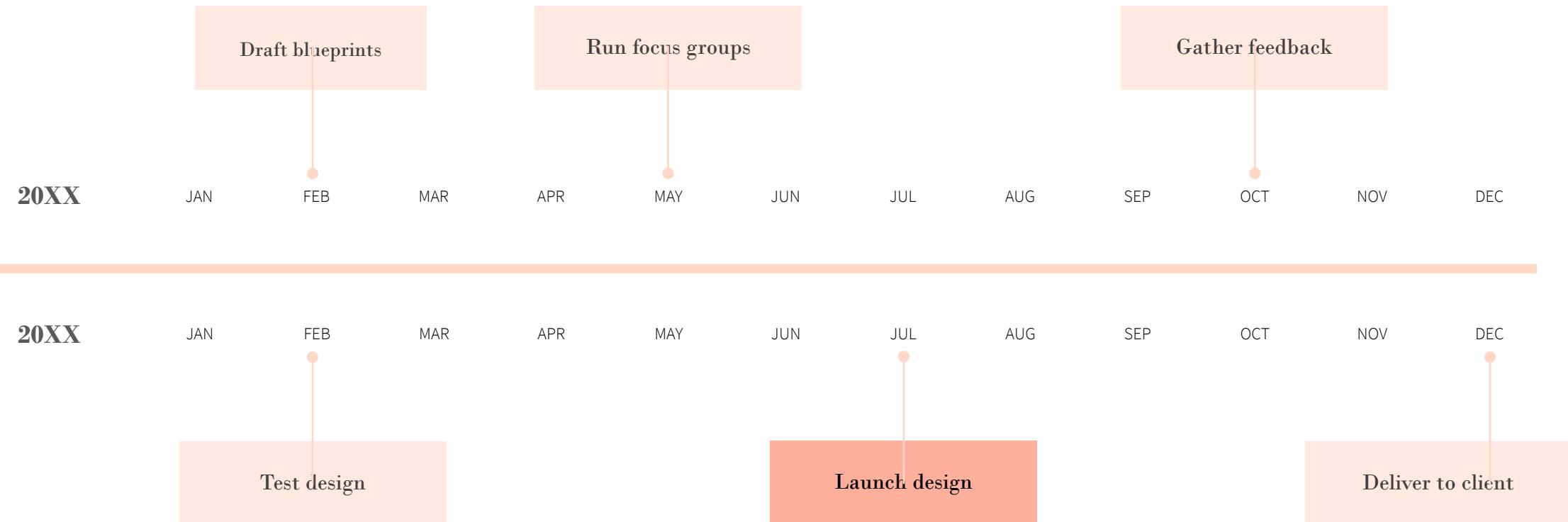
Key metrics

	Clients	Orders	Gross revenue	Net revenue
20XX	10	1100	\$10,000	\$7,000
20XX	20	200	\$20,000	\$16,000
20XX	30	300	\$30,000	\$25,000
20XX	40	400	\$40,000	\$30,000

Revenue by year



Two-year action plan



Financials

	Year 1	Year 2	Year 3
Income			
Users	50,000	400,000	1,600,000
Sales	500,000	4,000,000	16,000,000
Average price per sale	75	80	90
Revenue @ 15%	5,625,000	48,000,000	216,000,000
Gross profit	5,625,000	48,000,000	216,000,000
Expenses			
Sales & marketing	5,062,500	38,400,000	151,200,000
Customer service	1,687,500	9,600,000	21,600,000
Product development	562,500	2,400,000	10,800,000
Research	281,250	2,400,000	4,320,000
Total expenses	7,593,750	52,800,000	187,920,000

Meet the team



Takuma Hayashi

President



Mirjam Nilsson

Chief Executive Officer



Flora Berggren

Chief Operations Officer



Rajesh Santoshi

VP Marketing

Meet the team



Takuma Hayashi
President



Mirjam Nilsson
Chief Executive Officer



Flora Berggren
Chief Operations Officer



Rajesh Santoshi
VP Marketing



Graham Barnes
VP Product



Rowan Murphy
SEO Strategist

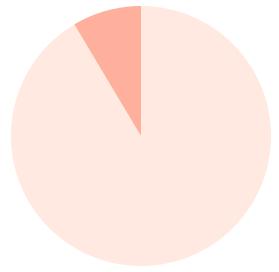


Elizabeth Moore
Product Designer



Robin Kline
Content Developer

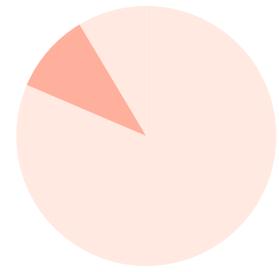
Funding



Properties

\$12,000

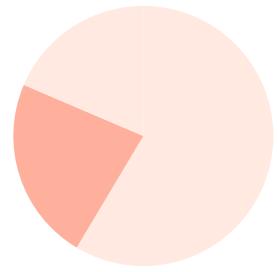
Revenue obtained from property rentals



Angel investments

\$14,000

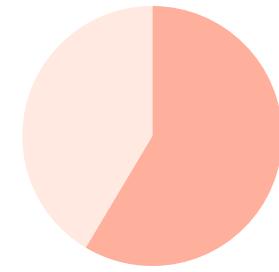
Amount obtained through other investors



Cash

\$32,000

Liquid cash we have on hand



Shares

\$82,000

Number of shares converted into USD



Summary

At Contoso, we believe in giving 110%. By using our next-generation data architecture, we help organizations virtually manage agile workflows. We thrive because of our market knowledge and great team behind our product. As our CEO says, "Efficiencies will come from proactively transforming how we do business."



Thank you



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