

A close-up, shallow depth-of-field photograph of a vintage portable record player. The device has a bright red, textured leather-like exterior. The turntable is visible, with a clear dust cover and a vinyl record placed on it. The record's center label is a warm, golden-brown color. A silver-colored tonearm is positioned over the record. The background is softly blurred, showing hints of a wooden surface and a glass. A semi-transparent yellow banner is overlaid across the middle of the image, containing the title text.

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

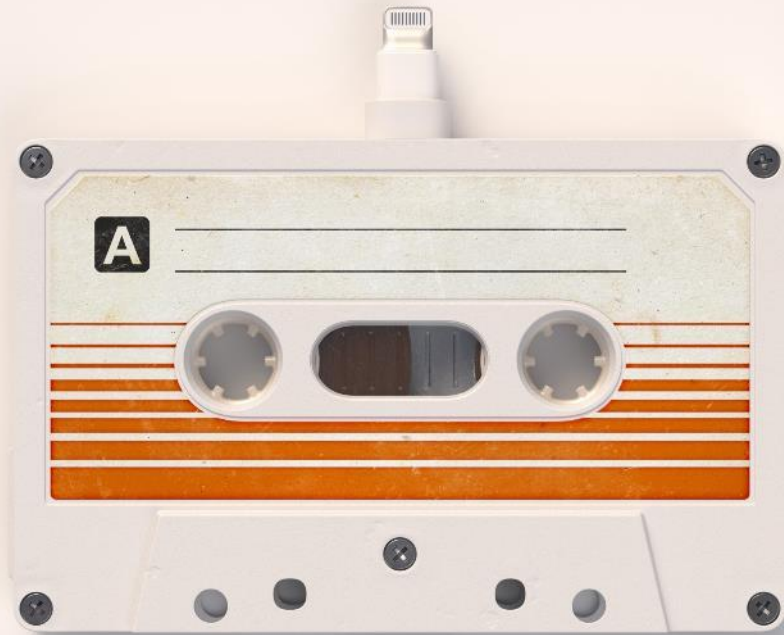
Costs

Loss of productivity costing consumers thousands of dollars

Usability

Customers want something easy to use that helps make their life easier





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



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

\$3

billion

Opportunity to build
Fully inclusive market
Total addressable market

\$2

billion

Freedom to invent
Selectively inclusive
market
Serviceable available
market

\$1

billion

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

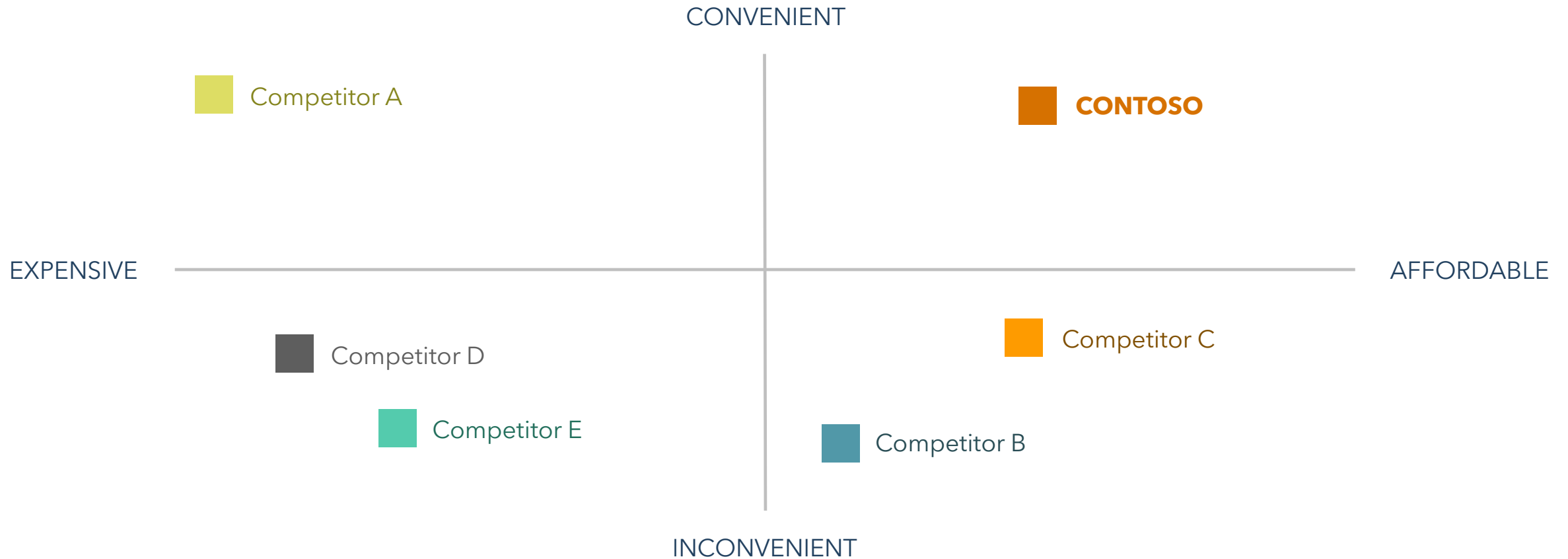
Competitors

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*

Our competition



Growth strategy

How we'll scale in the future



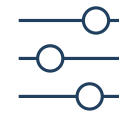
Feb 2020

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



May 2020

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



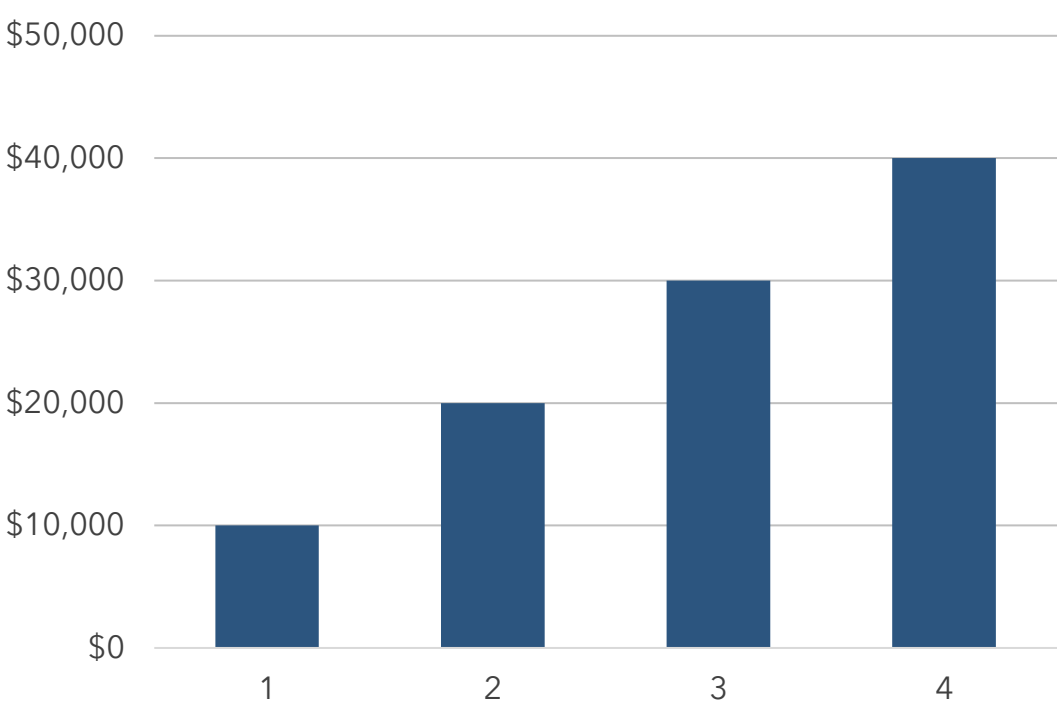
Oct 2020

Gather feedback and adjust product design as necessary

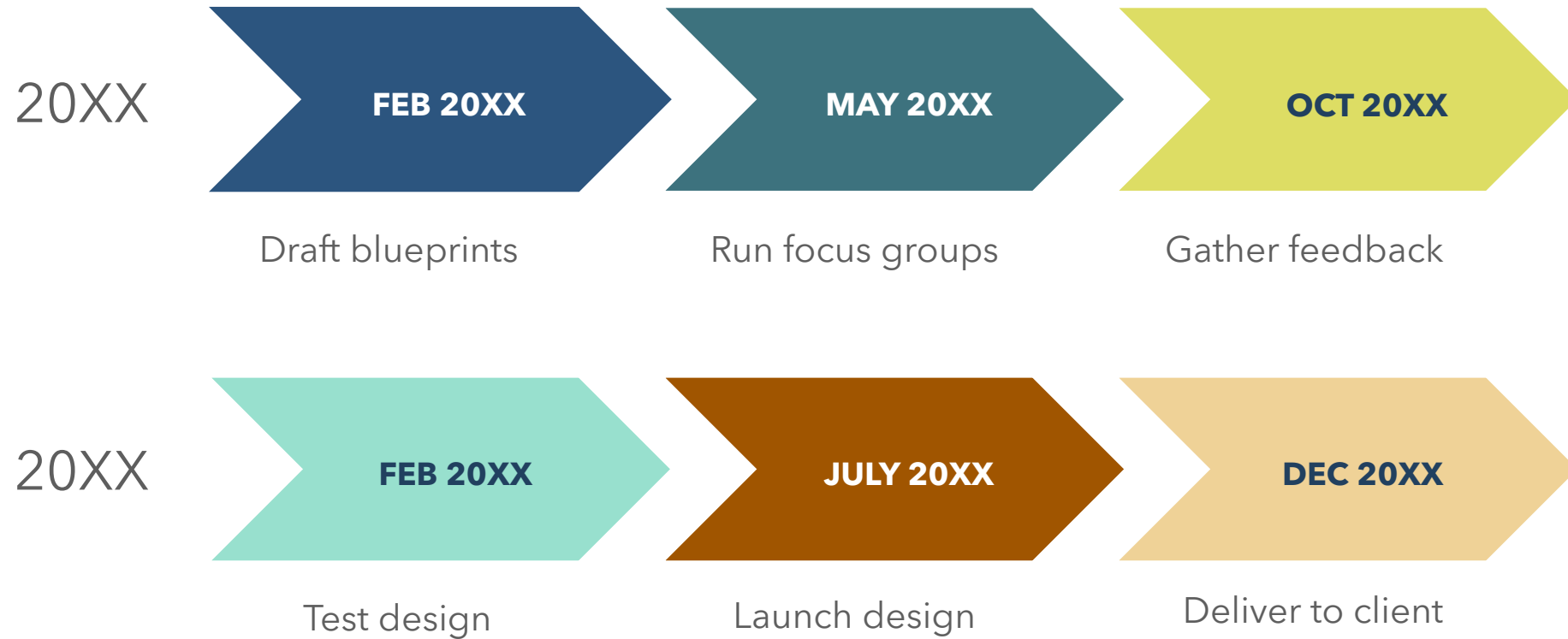
Traction

Forecasting for success

	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



Two-year action plan



Financials

	YEAR 1	YEAR 2	YEAR 3	DELTA
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	70%
Customer service	1,687,500	9,600,000	21,600,000	10%
Product development	562,500	2,400,000	10,800,000	5%
Research	281,250	2,400,000	4,320,000	2%
Total expenses	7,593,750	52,800,000	187,920,000	

Meet our team



Takuma Hayashi

President



Mirjam Nilsson

Chief Executive Officer



Flora Berggren

Chief Operations Officer



Rajesh Santoshi

VP Marketing

Meet the full team



Takuma Hayashi

President



Mirjam Nilsson

Chief Executive Officer



Flora Berggren

Chief Operations Officer



Rajesh Santoshi

VP Marketing



Graham Barnes

VP Product



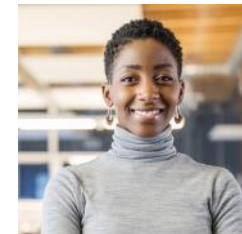
Rowan Murphy

SEO Strategist



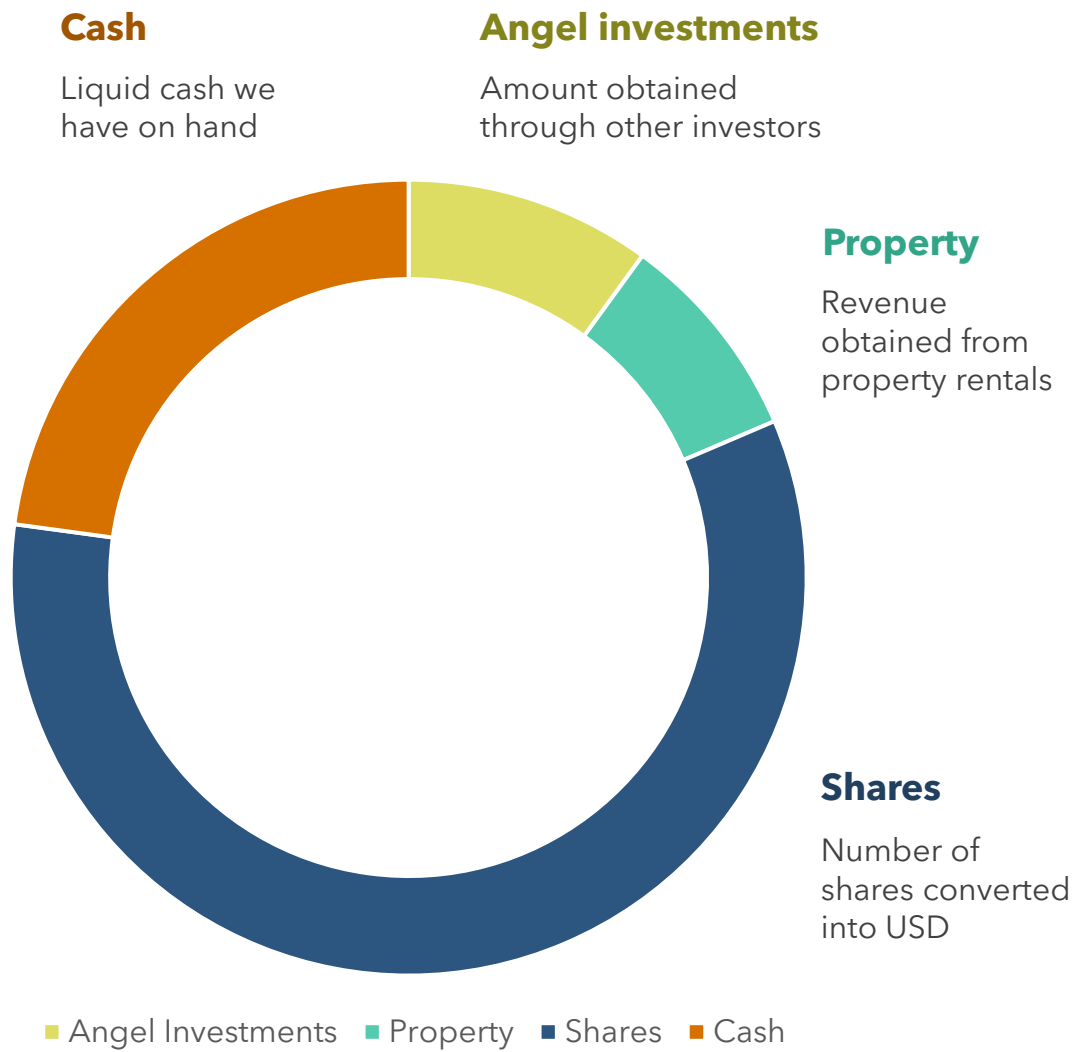
Elizabeth Moore

Product Designer



Robin Kline

Content Developer



Funding



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

Mirjam Nilsson

206-555-0146

mirjam@contoso.com

www.contoso.com

