

〈Business name〉

〈Founder name〉, 〈Title〉

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«One line description of your business»



Tips to fill in the template

- VISIT: <https://niceorg.in/nice-programs/jaipur-rugs-foundation/> for program information
- DOWNLOAD THIS TEMPLATE AND WORK ON YOUR DESKTOP VERSION. **DO NOT MAKE CHANGES TO THIS TEMPLATE.** Please make sure you fill in each section
- If you need more space, you can create additional slides for any section. **Please ensure that your pitch deck is no more than 12 slides.**
- The bullet points in the slide are there for ideas/suggestions. You can add your content.
- Have **bullet points and images/graphs** as much as possible. **KEEP only 4-6 bullets/slide. AVOID TOO MUCH TEXT**
- **BE SPECIFIC** in explaining your problems/market opportunities/customer segment/solution.
- **CLEARLY STATE** your Financial projections, how much money required to achieve these and on what will be the money spent.
- **Be very specific about your asks - don't call this ask from NICE- but Total Ask i.e. you are pitching to investors.**
- **EMPHASIZE ON YOUR BUSINESS**- we understand your social impact- so that's a given that you can mention but focus more on how are you a profitable and scalable business
- **ALL NUMBERS SHOULD BE IN INDIAN CURRENCY (L/CR). DON'T PUT UNNECESSARY ZEROES. PUT THE NUMBERS SIMPLY.** Example - Say 20 Lakhs NOT 20,00,000.
- **NAME YOUR FILE AS "COMPANY NAME_NICE Aarohana with Jaipur Rugs. Example: NICEorg_NICE Aarohana with Jaipur Rugs.**

What problem are we solving?

- Describe the problem you are solving.
- Who are you solving for?
- How significant is the problem - is it critical? is it urgent?

Size of the problem

- Describe your solution
- Features, pricing, technology

Our Solution

- Describe your solution
- Features, pricing, technology

Our differentiators & cultural fit

- What makes you a cultural enterprise
 - What aspects of your business has cultural fit / Indian Knowledge Systems / Indian practices and traditions?
- What differentiates you from the competition?
 - IP / Trademark
 - Proprietary technology or methods
 - Founders unique experience
 - Partnerships

Competition / Headwinds

- Describe your competition
 - What kind of competition do you face today
 - Even if your product is unique and there is no competition, describe alternatives options your customers have today
- What kind of bottlenecks or headwinds are you facing?
 - Regulatory bottlenecks
 - Technology issues
 - Marketing issues
 - Lack of global market visibility

Our traction

- Describe your CURRENT traction. (DO NOT write about your future growth)
 - Your sales (monthly, or quarterly, or annual – whatever is the right time interval)
 - Number of customers
 - Partnerships
 - distribution channels
 - Recognitions and awards

Our plans

- Describe your plans for growth
 - What is your strategy for growth?
 - How will you increase reach and sales?
 - Partnerships, branches, distribution channels, geographic expansions, partnerships,

Our asks

- What help do you seek from this program – NICE Aarohana with Jaipur Rugs Foundation?
 - Mentorship
 - Visibility
 - Funding
 - Expert advice
 - Partnership
 - Funding