



PITCH DECK

Aniket kumar

ABOUT US

At Contoso, we empower businesses to foster collaborative thinking to further drive workplace innovation. By closing the loop on task management and using the latest technology, we help businesses grow and nurture a consumer-first mindset.





PROBLEM

MARKET GAP

New businesses need organizational tools, but are using old or outdated products

COSTS

Loss of sales by not offering easier management tools that push teams to the finish line

CUSTOMERS

10% increase of task management tools proves that there's consumer interest for more simple management tools and technology

USABILITY

Customers want something that's easy to adopt and simple to use

FINANCIALS

Purchases of task management software was up by \$2 million in 2019

SOLUTION

CLOSE THE GAP

Our product makes managing tasks easier, and no other product on the market offers the same benefits

TARGET AUDIENCE

Gen Z (18-25 years old)

COST SAVINGS

Reduce costs for client by helping project managers stay on target within deadlines

EASY TO USE

A simple product that gives businesses the information they need in order to complete projects on time

PRODUCT OVERVIEW



UNIQUE

Only product specifically
dedicated to task
management



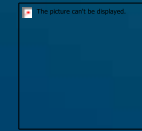
FIRST TO MARKET

First beautifully
designed product that's
both stylish and functional



TESTED

Conducted testing with start
ups in the area



AUTHENTIC

Designed with the help and
input of software experts



PRODUCT BENEFITS

Simple and efficient to use

Quick customer service assistance

Free 90-day trial for new customers

COMPANY OVERVIEW



BUSINESS MODEL

RESEARCH

We based our research on market trends and software sales

ABSTRACT

We believe people need new management tools to help businesses achieve their OKRs

DESIGN

Minimalist design 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

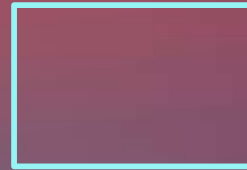
Few competitors
Specifically targeted market
Serviceable obtainable market



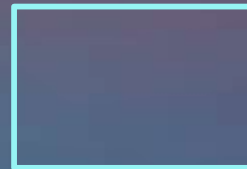
MARKET COMPARISON



Opportunity to build
Fully inclusive market
Total addressable market



Freedom to invent
Selectively inclusive market
Serviceable available market



Few competitors
Specifically targeted market
Serviceable obtainable market

A robotic hand and a human hand are shown on the left side of the slide, reaching towards each other. The robotic hand is white with red joints, and the human hand is a realistic skin tone. They are positioned vertically, with the robotic hand at the top and the human hand at the bottom.

OUR COMPETITION

CONTOSO

Our product is priced below that of other task management tools on the market

Simple and easy to use app and website, compared to the complex tools of our competitors

Affordability is the main draw for our consumers to our product

COMPETITORS

Company A

Product is more expensive

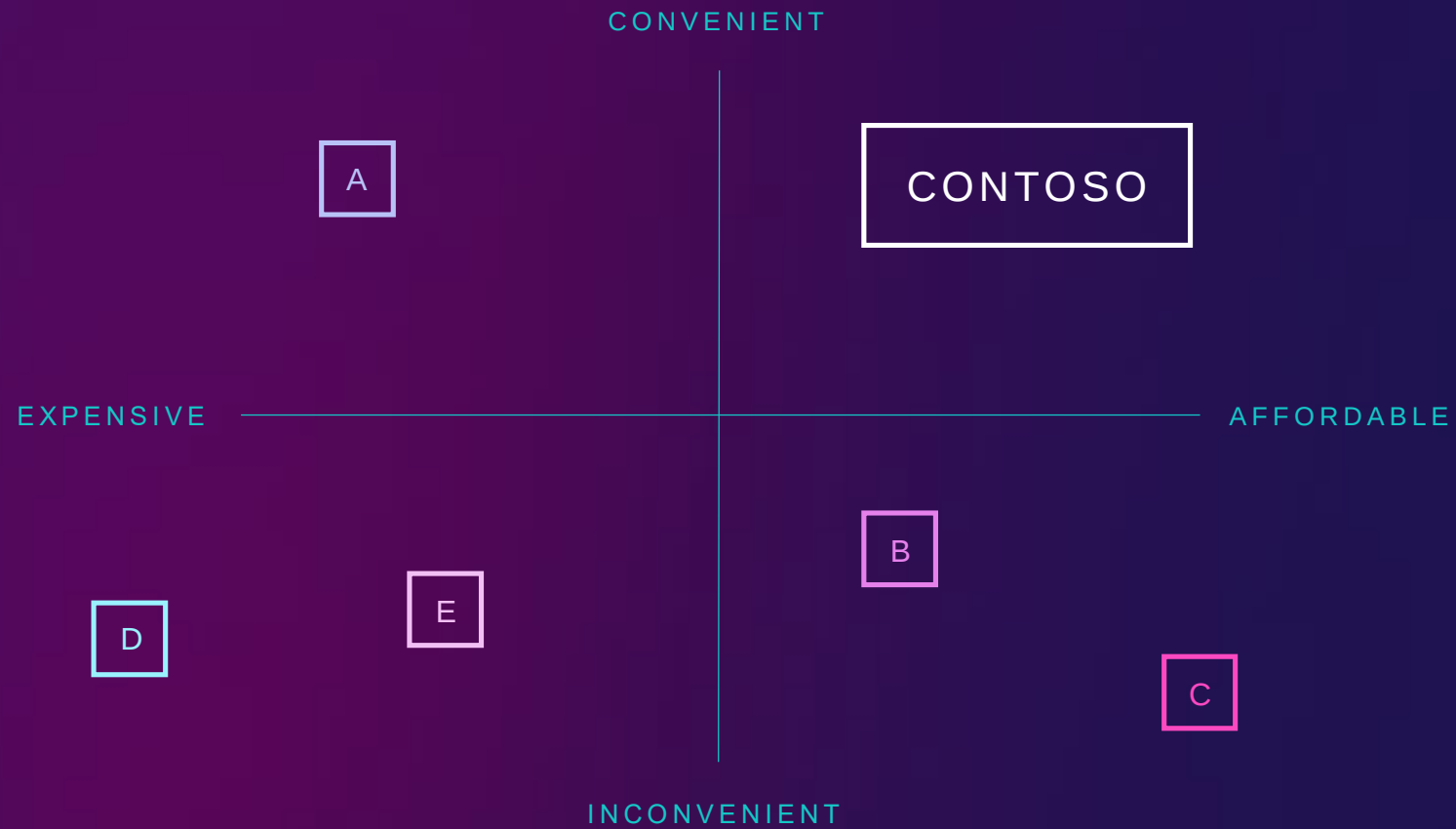
Companies B & C

Product is expensive and inconvenient to use

Companies D & E

Product is affordable, but inconvenient to use

COMPETITION



GROWTH STRATEGY

How we'll scale in the future

FEB 20XX

Distribute the app to local start ups to help establish the product

MAY 20XX

Release the app to the general public and monitor press and regional market trends

OCT 20XX

Gather feedback from the start up community to expand availability of the product

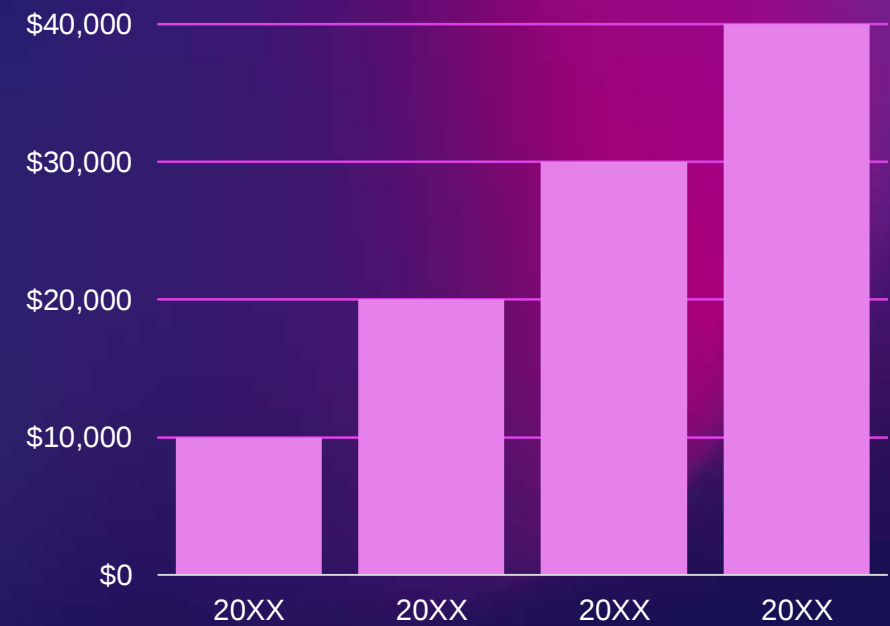
TRACTION

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	
Detailers	5,000	40,000	160,000	
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	70%
Product Development	562,500	2,400,000	10,800,000	10%
Research	281,250	2,400,000	4,320,000	5%
TOTAL EXPENSES	7,593,750	52,800,000	187,920,000	2%



MEET THE TEAM



TAKUMA HAYASHI
President



MIRJAM NILSSON
Chief Executive Officer



FLORA BERGGREN
Chief Operations
Officer



RAJESH SANTOSHI
VP Marketing

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



CAMPAIGNS

Revenue obtained from online campaigns and reorders



ANGEL INVESTMENTS

Amount obtained through other investors



CASH

Liquid cash we have on hand



SHARES

Number of shares converted into USD

SUMMARY

At Contoso, we believe in giving 110%. By closing the loop on task management and using the latest technology, we help businesses grow and nurture a consumer-first mindset. We thrive because of our market knowledge and a 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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