

# Company logo

What this presentation is about

Date

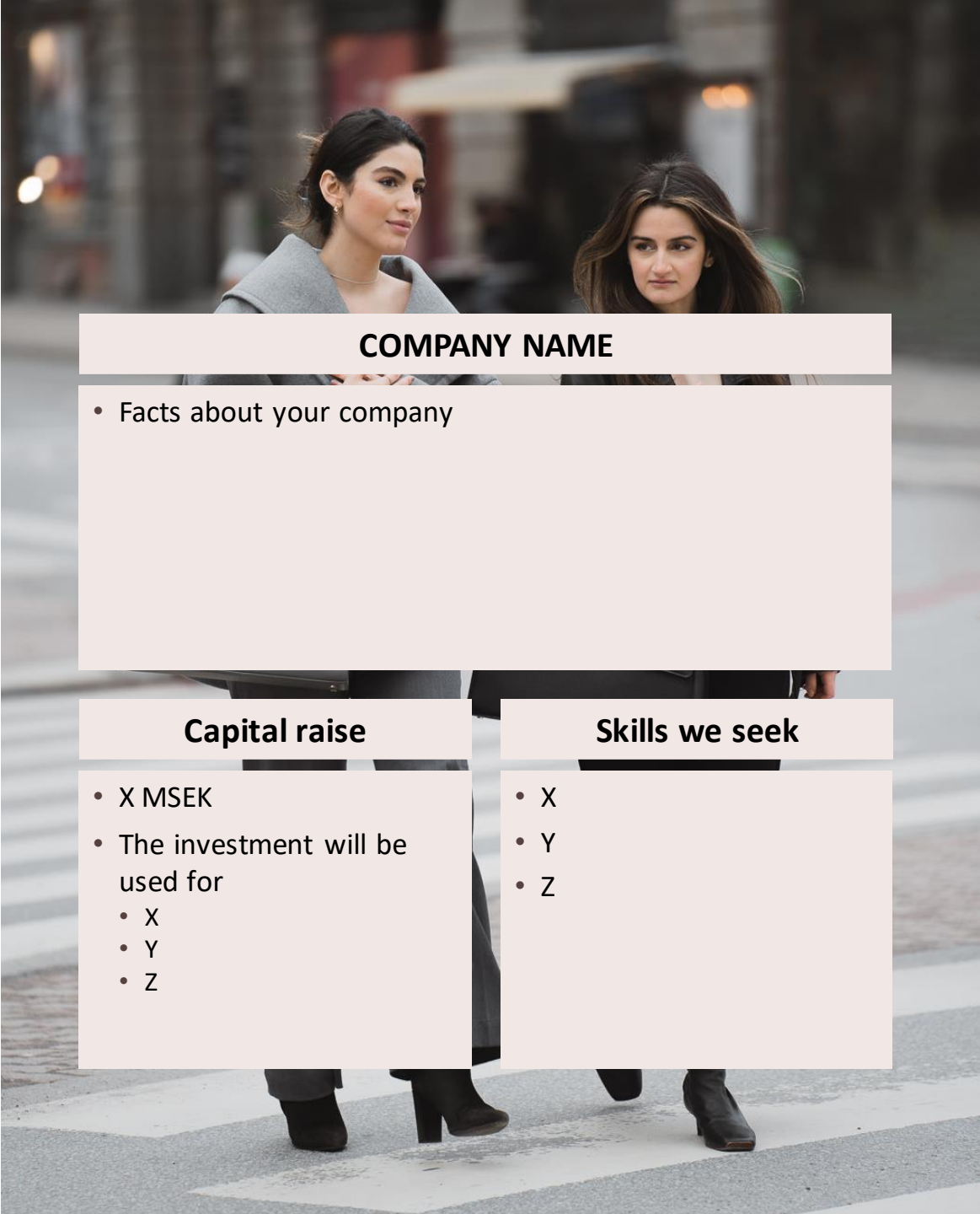
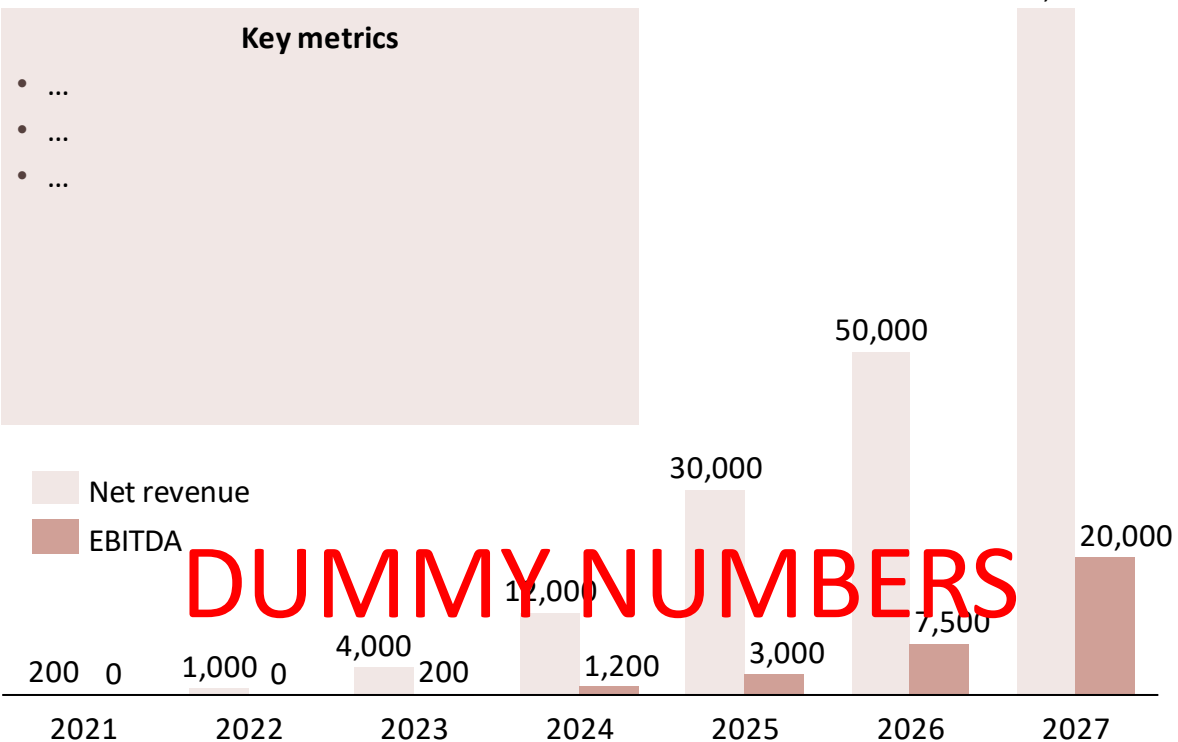




# Synthesize the most important information in this pitch

## Executive summary

KSEK



### COMPANY NAME

- Facts about your company

### Capital raise

- X MSEK
- The investment will be used for
  - X
  - Y
  - Z

### Skills we seek

- X
- Y
- Z

# Describe the problem, your WHY

Problem

Title

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- Comments on the problem...
- ...

# Describe the solution

## Solution

Solution 1



Solution 2



Solution 3



Solution 4



Solution 5



Solution 6



Solution 7



# Describe your vision and values

Our brand values



Value 1

- ...
- ...
- ...

Value 2

- ...
- ...
- ...

Value 3

- ...
- ...
- ...



# Describe how you're selling the product and who your customers are

Sales strategy & customer profile

Sales strategy

Title

...

▶

...

▶

...

▶

...

Comments

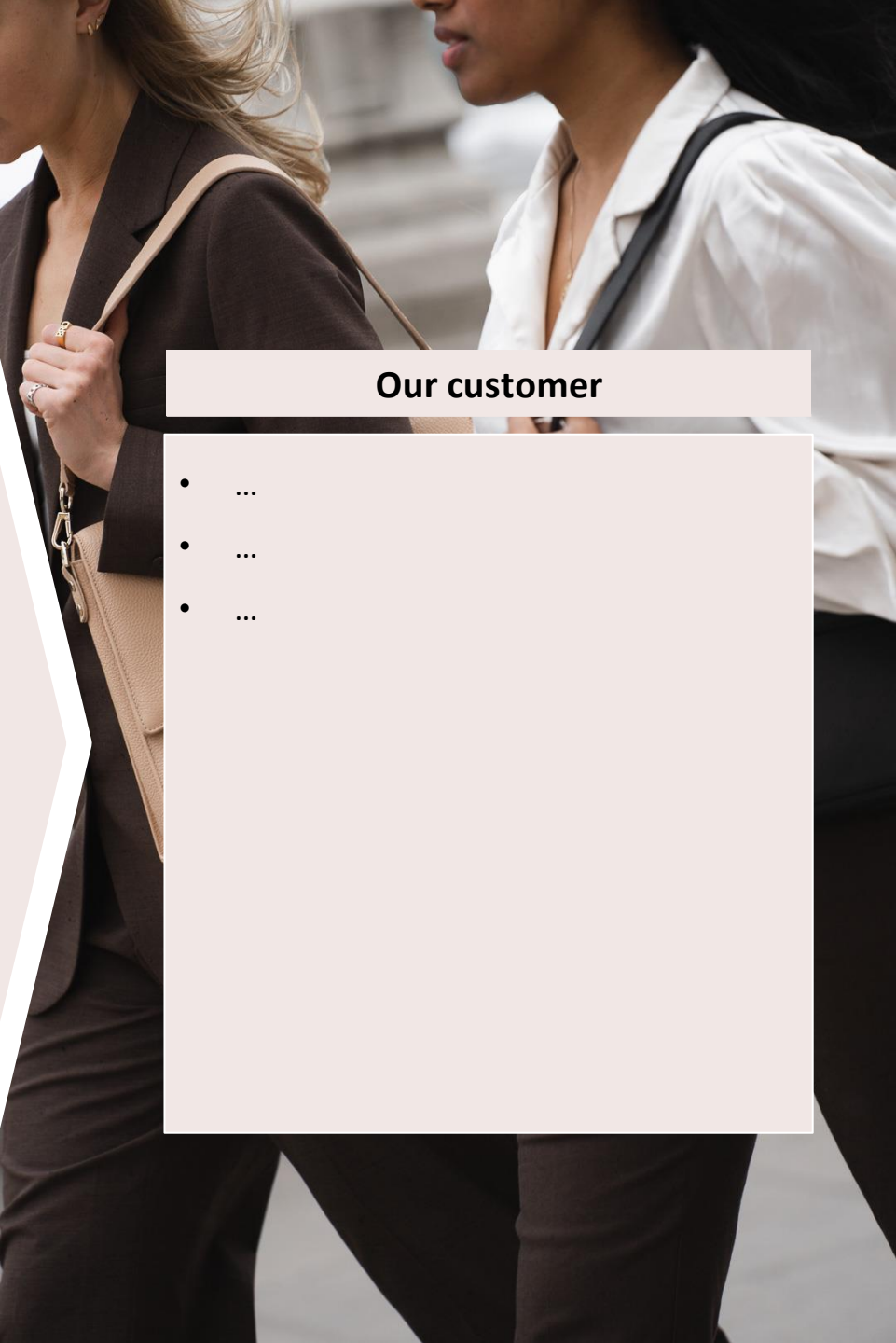
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...

Additional information

•

...



Our customer

•

...

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...

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...

# Describe how you are data driven (if you are)

Data-driven company

## Marketing

- ....

## Product development

- ....

## Purchasing volumes

- ...



# Present your (if any) press or media coverage

Media coverage

**Date 1**

**Date 2**

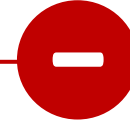
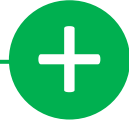
**Date 3**

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# Here you can add the feedback you've had from customers or other pros and cons

Feedback from customers





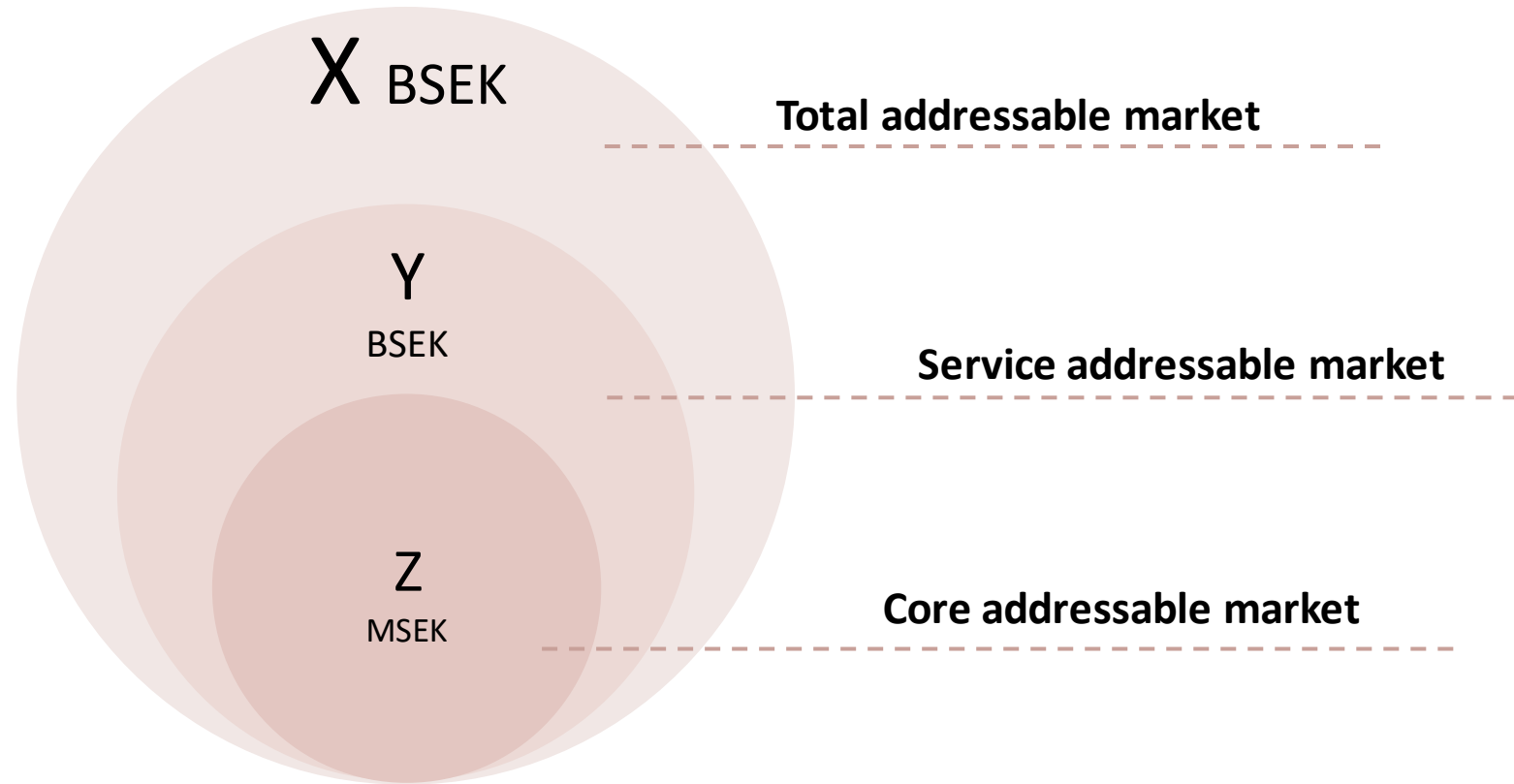
# Write about the founders

## Founders

- Education
- Work experience
- Skillset

# Add you market sizing here

Market size – Addressable market 2021



Always have your sources and be prepared to get questions on how you sized the market

# Show how you're different from your competition

Market position, price/quality (or other metrics)



...

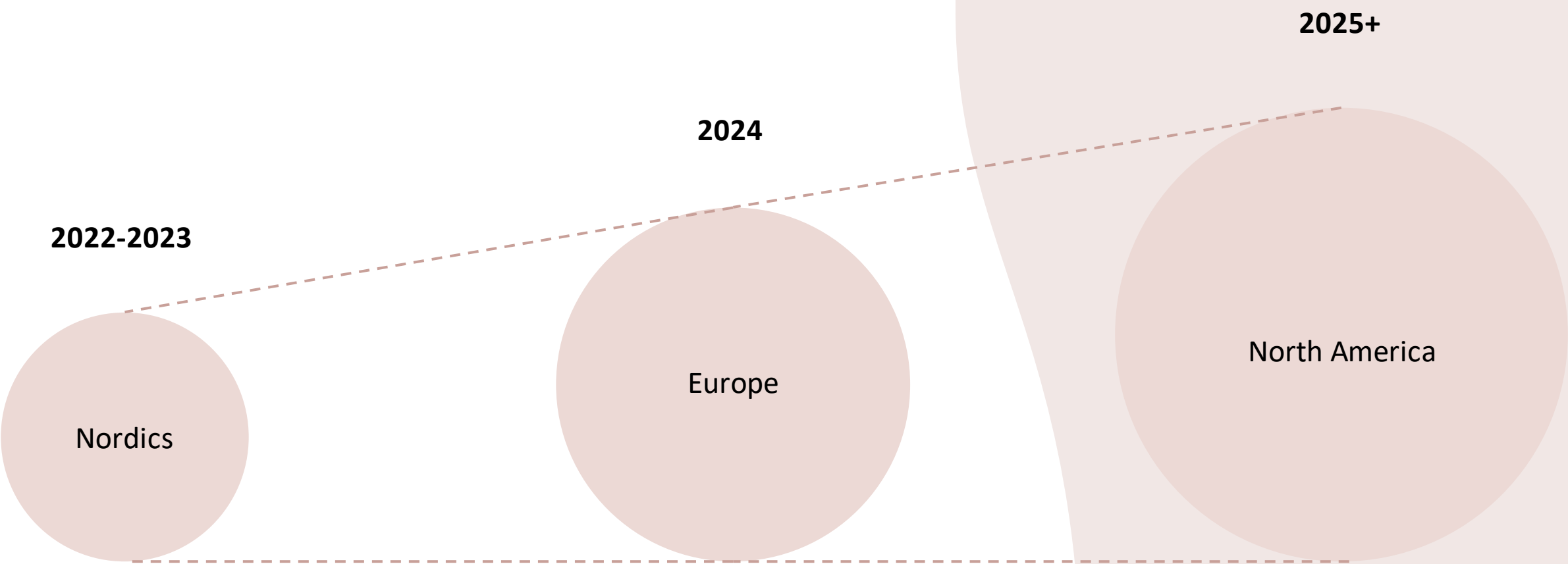
- Comments on the matrix





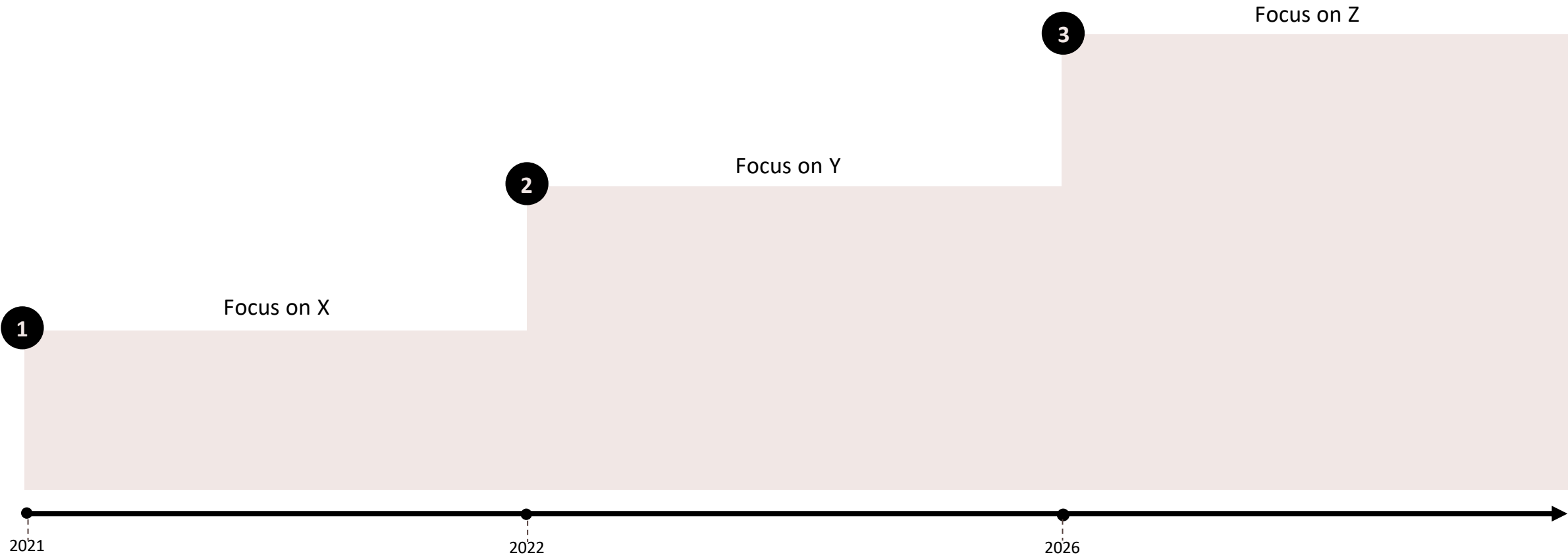
# When and where you will expand your business in terms of countries

International expansion



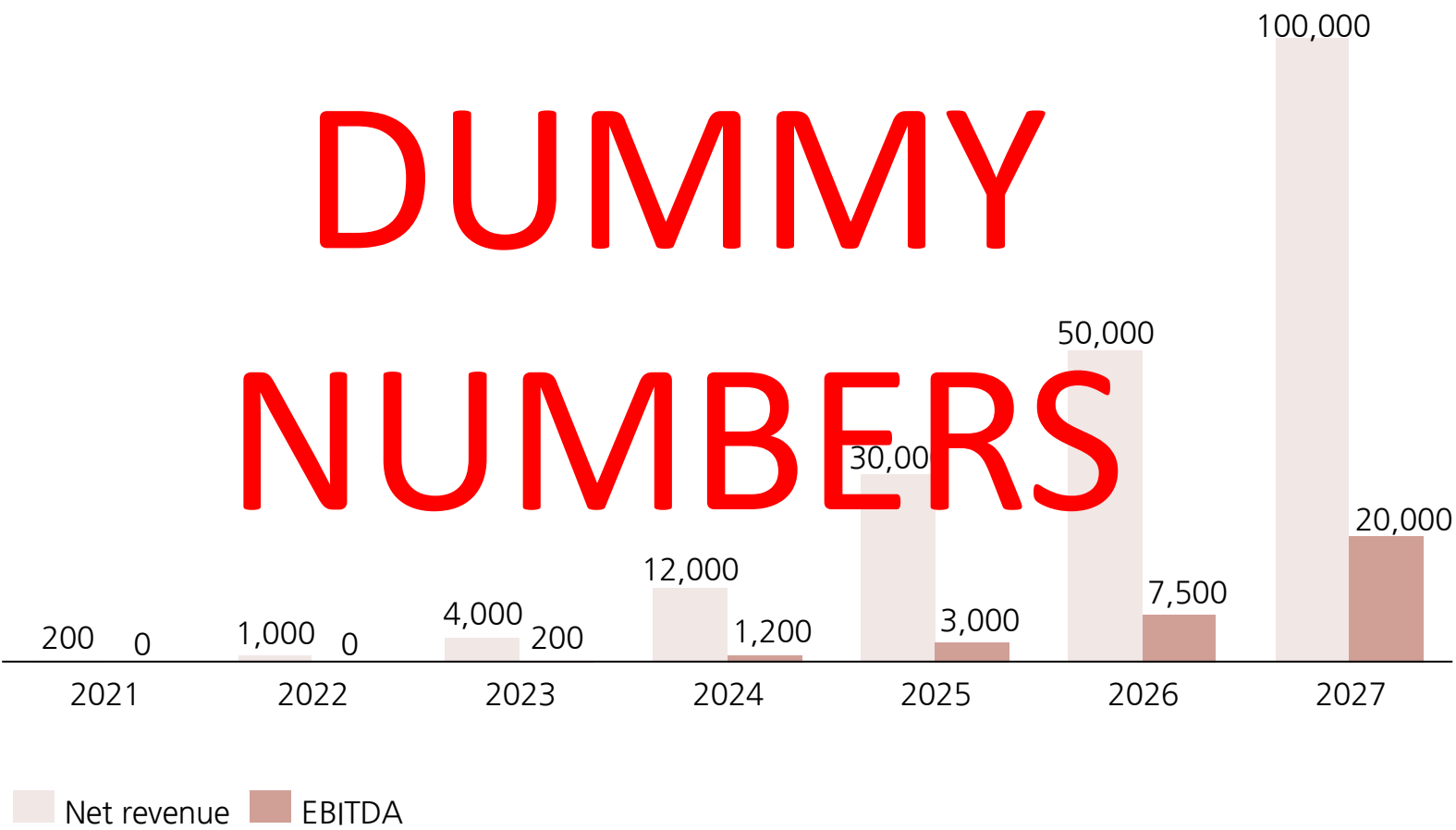
# Describe your product roadmap

Product roadmap



# Your forecast in revenue and profit

Forecast, KSEK

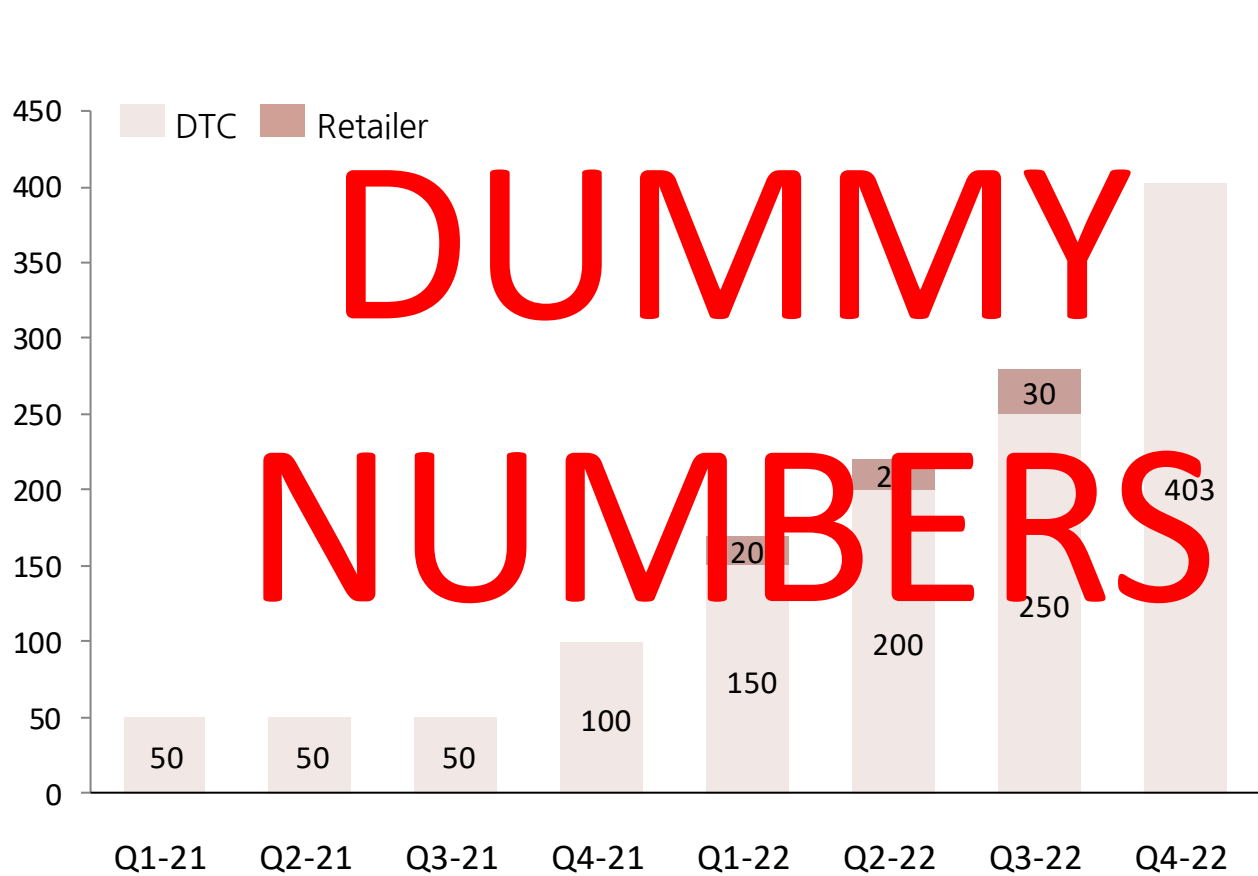


## Comments

- Comments on the forecast

# What your actual numbers have been so far, focus on revenue

Actual net revenue, KSEK



## Comments

- Comments on your actual numbers



# Financial KPIs

## Financials

	2021	2022	2023	2024	2025
Net revenue KSEK					
Return rate %					
GM1 after COGS %					
GM2 after Operations %					
GM3a after Fb ads %					
GM3b after all marketing %					
GM4 after Donations %					
Staff and SG&A					
EBITDA KSEK					
EBITDA %					

# How much capital you're seeking and what you're planning to do with the investment

Capital raise

What we seek

- X
- Y
- Z

What we plan to do with the investment

- X

- Y

- Z

A person wearing a black coat and holding a black handbag with gold hardware. The handbag has a top handle and a flap with a gold clasp. The person is also holding a pair of sunglasses in their other hand. The background is blurred, showing a city street with a yellow and black striped pole and a building.

# THANK YOU

Contact details

Name

Email

Phone number

Always have some backup slides in your Appendix on questions you think the investors may ask (hide them in the send-out but include during the presentation)