



SARAWAK
DIGITAL



SDEC RECOMMENDED PITCH DECK

Please use your company branding for your pitch deck, however it is recommended to follow the content and flow of information based on the samples contained in this pitch deck





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SUMMARY OF INFORMATION

Your pitch deck should at least contain the following information in the following recommended order:

1. Company Information
2. Problem Statement
3. Solution / Value Proposition / Technology
4. Market Sizing / Customer Segments / Channels / Customer Relationships
5. Key Activities / Key Partners / Key Resources
6. Revenue Stream / Business Model / Cost Structure / Burn rate
7. Milestones / Funding Amount / Objective / Breakdown
8. Team

COMPANY INFORMATION

- Tell us about your company, the background, motivation, vision, mission and high-level information regarding the products/ services that you offer
- You may also start with a tagline / company motto to deliver the information



PROBLEM STATEMENT

- Tell us what are the problem(s) that your target market is suffering from.
- It is recommended that you also provide contextual information or data to back your claim on the problem(s) existing

1 **Price** is an important concern for customers booking travel online.

2 Hotels **leave you disconnected** from the city and it's culture.

3 **No easy way exists** to book a room with a local or become a host.

SOLUTION / VALUE PROPOSITION

- In simple terms tell us what is the solution that you offer to solve the problem(s)
- You can also talk a little bit about the technology that you're developing (if relevant)

The Solution

A web platform where users can rent out their spaces and host travelers to:

**SAVE
MONEY**

when traveling

**MAKE
MONEY**

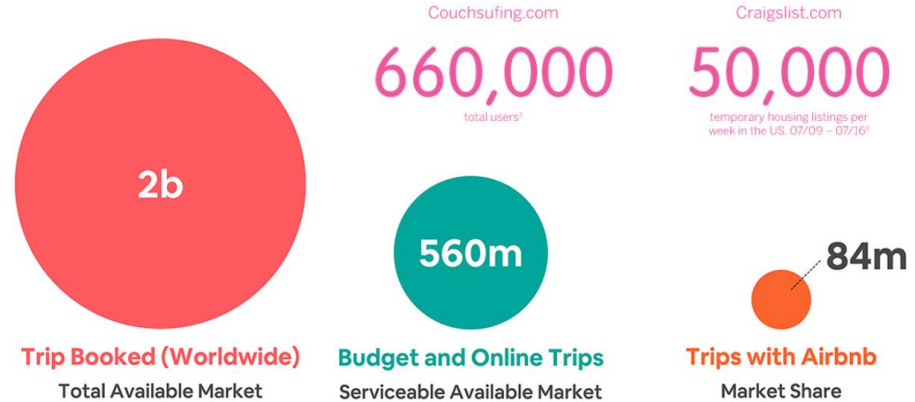
when hosting

**SHARE
CULTURE**

local connection to the city

MARKET SIZING / CUSTOMER SEGMENTS / CHANNELS / CUSTOMER RELATIONSHIPS

- For whom are you creating / delivering value? Who are your most important customers?
- Mass market / Niche market / Segmented / Diversified / Multi-sided Platform?
- What type of relationships have you established with your customers? Which ones has been established and which are in planning?
- How are you reaching your customers?



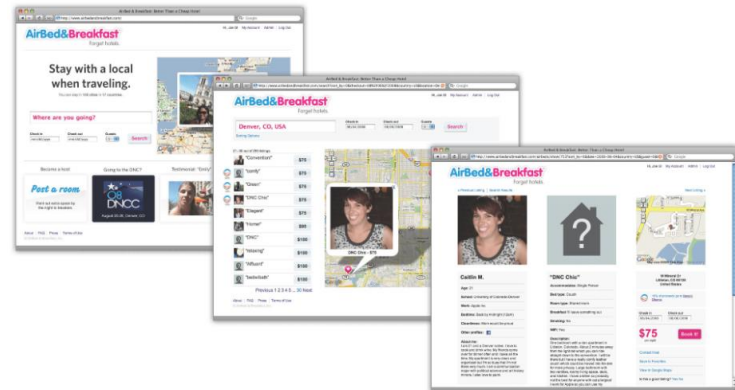
#protip 1
 These information is standard in Business Model Canvas, and we recommend to have the information clearly presented

KEY ACTIVITIES / KEY PARTNERS / KEY RESOURCES

- Who are your partners/suppliers?
- What activities that your value proposition require?
- What resources that is needed by your value proposition?

The **Airbnb** product is simple.

SEARCH BY CITY → REVIEW LISTINGS → BOOK IT!



#protip 1
 These information is standard in Business Model Canvas, and we recommend to have the information clearly presented

REVENUE STREAM / BUSINESS MODEL / COST STRUCTURE / BURN RATE

- For what value are the customers willing to pay? How much? How are they paying?
- What are the costs inherent to the value you are delivering? How much are you spending on average? What are the breakdowns?

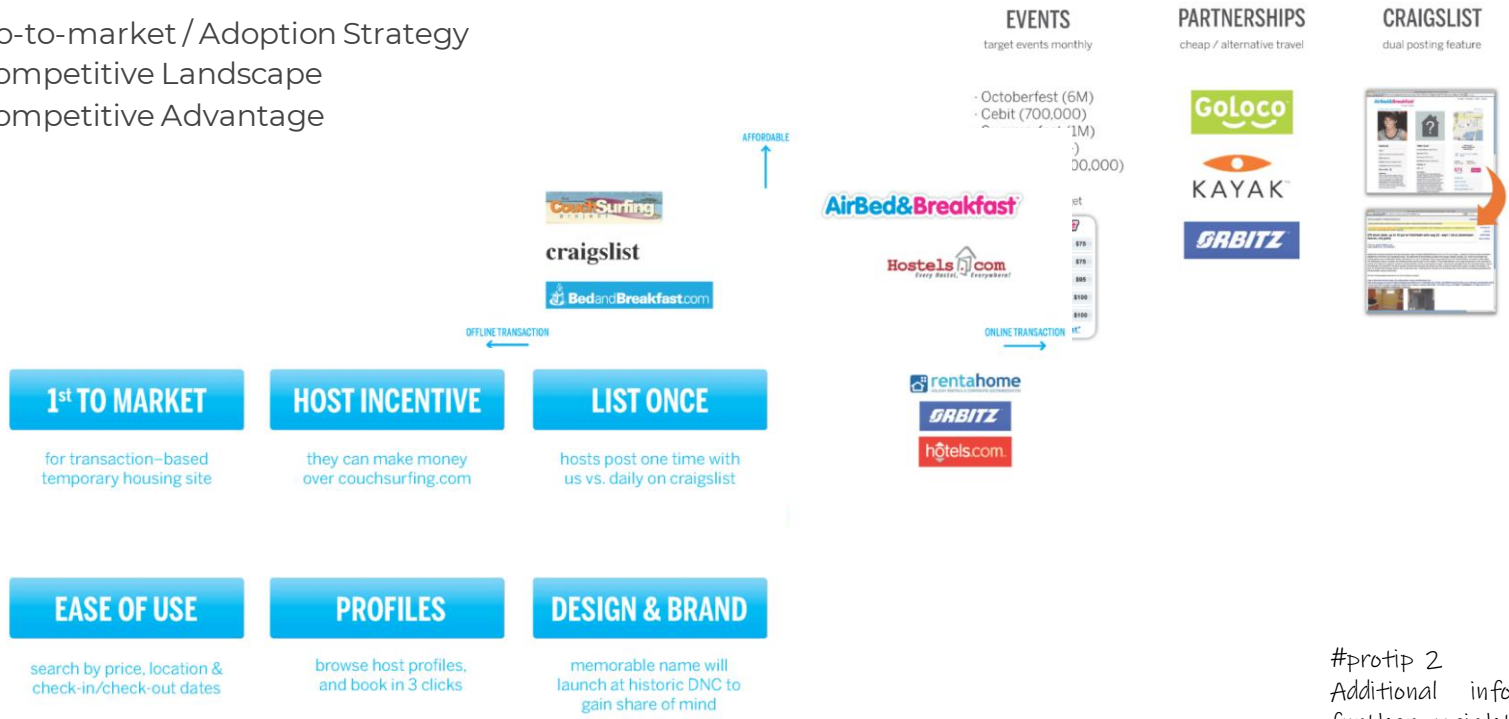
We take a 10% commission on each transaction.



#protip 1
These information is standard in Business Model Canvas, and we recommend to have the information clearly presented

ADDITIONAL INFORMATION

- Go-to-market / Adoption Strategy
- Competitive Landscape
- Competitive Advantage



#protip 2
Additional information gives further weight and value to your business, and provides contextual information to the business landscape

MILESTONES / FUNDING AMOUNT / OBJECTIVE / BREAKDOWN

- Briefly state any existing funding that you have received in the past
- Explicitly state how much funding are you seeking
- Provide breakdown of the allocation of the funding to which activities/ costs
- Provide a timeline of ROI



ANGEL ROUND
initial investment opportunity



TRIPS W/AB&B
avg \$25 fee



\$2M

REVENUE
over 12 months

TEAM

- Talk about your founding and operation teams here
- More often than not, investors also invest in the team that executes the idea and turn it into a successful business, therefore present your team and capabilities in a comprehensive dossier



Joe Gebbia, User Interface & PR

Entrepreneur and designer. Holds a patent for his product, CritBuns®. A graduate of the Rhode Island School of Design (RISD), has dual BFA's in graphic design and industrial design.



Brian Chesky, Business Development & Brand

Founder of Brian Chesky, Inc, industrial design consultant. A graduate of the Rhode Island School of Design (RISD), has a BFA in industrial design.



Nathan Blecharcyk, Developer

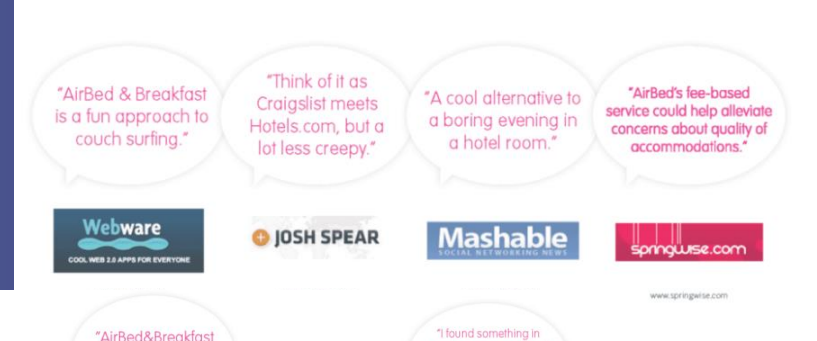
Created Facebook Apps "Your neighbors" (75,000 users) and "Rolodextrous", recently launched "Identified Hits". A graduate of computer science Harvard. Nate has worked at Microsoft, OPNET Technologies, and Batiq.

Michael Seibel Advisor

Michael is the CEO and co-founder of www.justin.tv, a San Francisco based venture funded start up that delivers live video to the internet.

EMBELISHMENTS

- If you've had media / press coverage in the past, it is good to highlight it at the end of your pitch deck.
- User testimonials, review and surveys also assists in further entice investors in putting money into your business
- Also in a timed pitch environment, putting embellishment information at the end is recommended to allow ample time for you to deliver the 'cake', and add 'cherry on top' when you have time to spare





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