

FinTech Startup Investor Pitch

- 7 min, Template



Your service – elevator pitch in 60 seconds



Your customer – benefits and value



The market potential



The competition – how to stay ahead



Your marketing & sales approach



Your startup - the core team

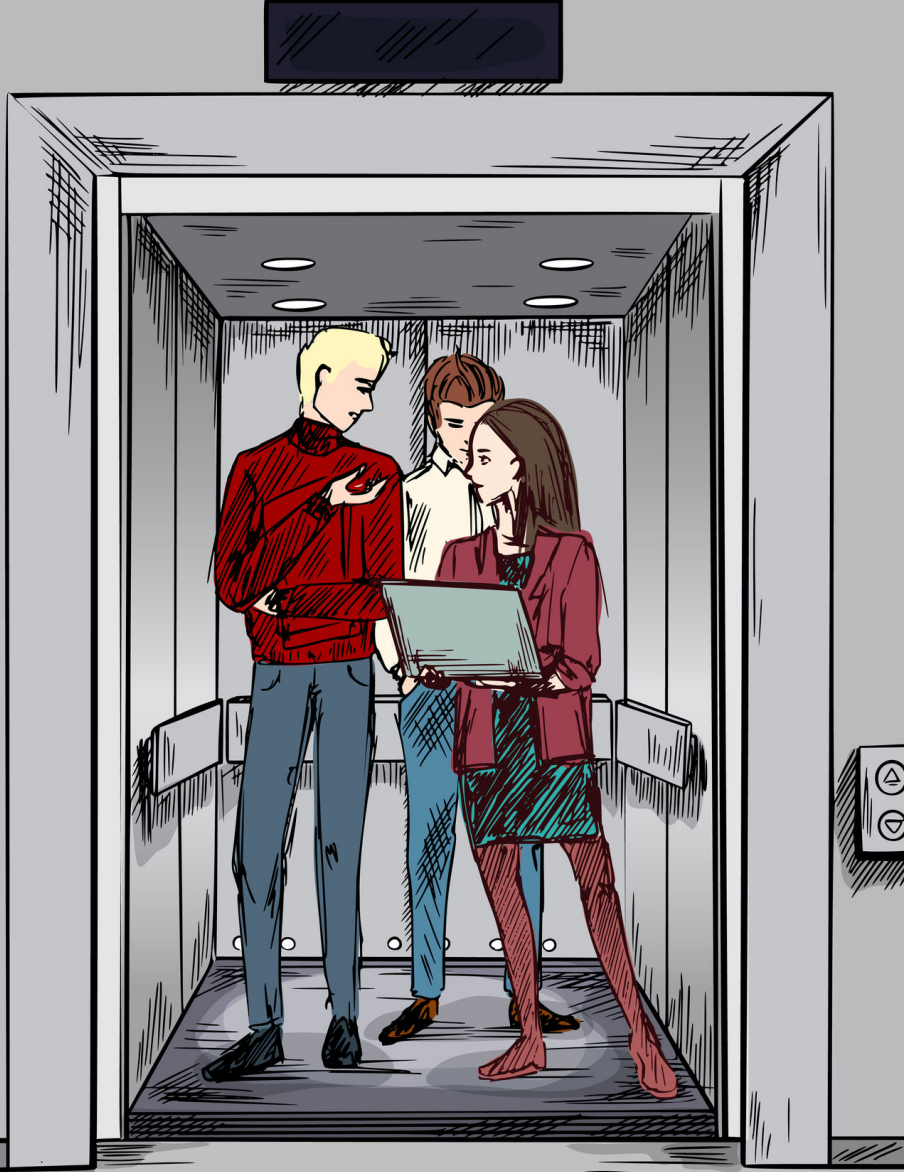


Key figures, KPIs & financials



Roadmap & current status

Your service – elevator pitch in 60 seconds



Simple description of your service

1word * in three words * Your service in 1 sentence.

Elevator Pitch

explain your service clearly
in 60 seconds

What problem does your service solve?

What makes the service different?

What makes your service unique?

(Unique selling proposition / USP)

Does the service make things 10 times better?

Does the service reduce costs by 90%?

Does the service automate existing manual processes?

If applicable: a screenshot of user interface / web or mobile or API

Your customer – value and benefits

How does the typical customer look like?

How does the customer use the service?

What customer value and benefits do you deliver?

Your customer acquisition costs (CaC)?

The customer lifetime value (CLTV)?



The market potential

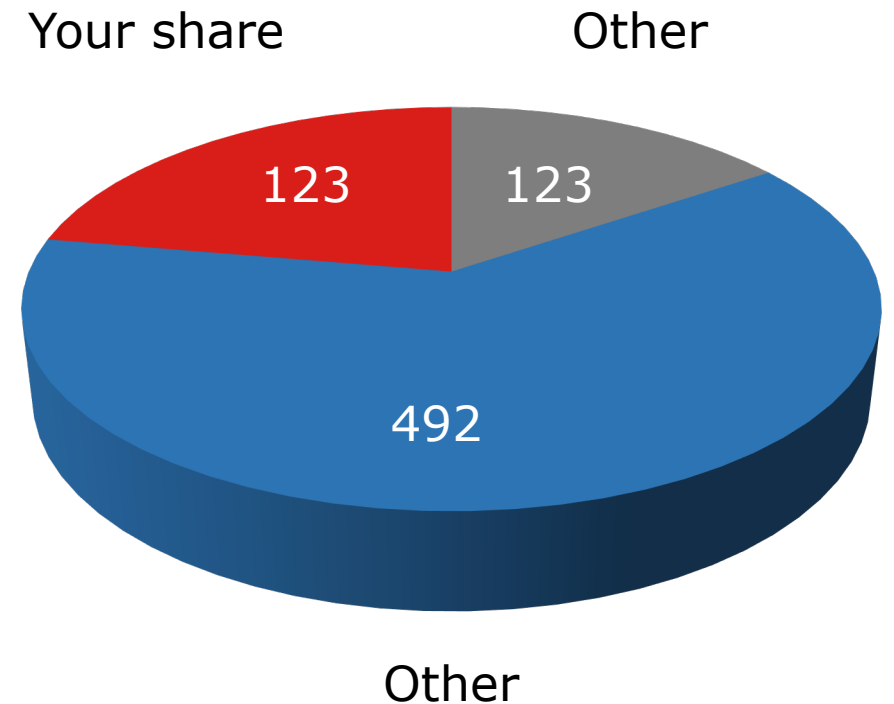
Market potential today and in the next 10 years

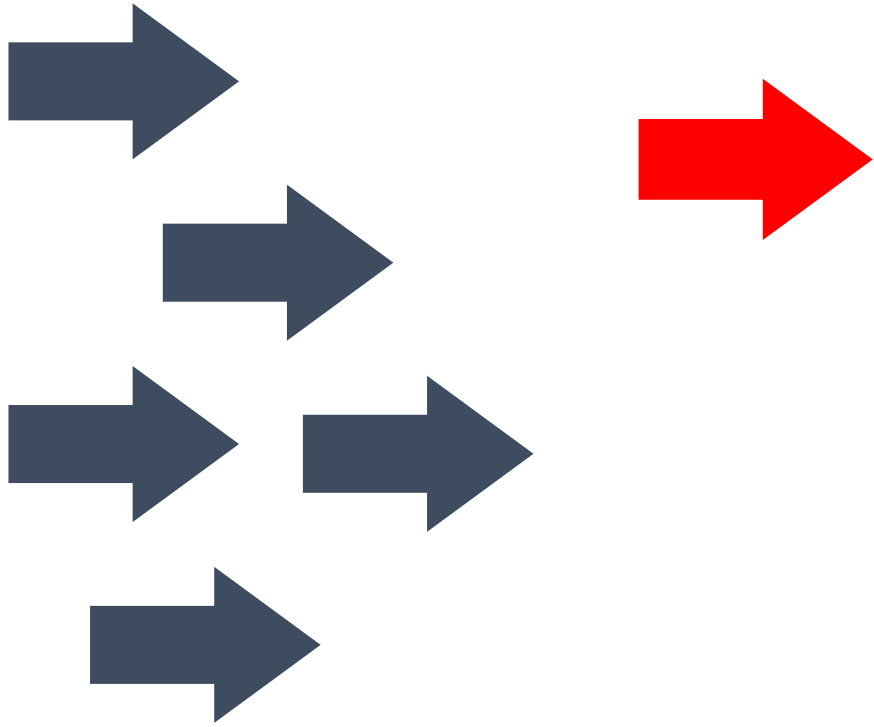
Market segmentation

The market size that you intend to address

The market share you want to win

Visualize your statements





Competition – how to stay ahead

Who are your competitors?

Do you have a role model?

How do you differ from competition?

Why and how will you stay ahead of competition?

Your brand

NAME

LOGO

IDENTITY

QUALITY

STRATEGY

Your marketing & sales approach

What is your story?

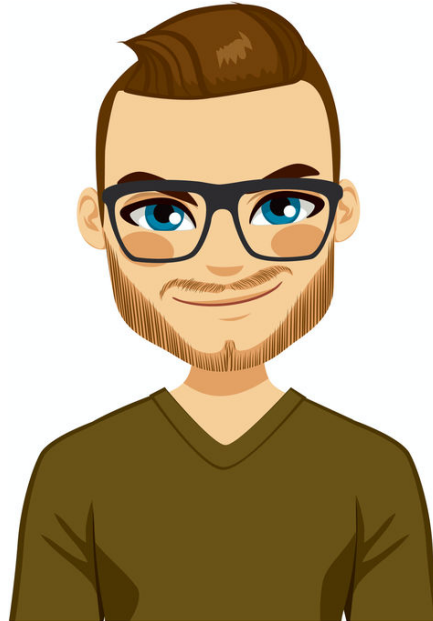
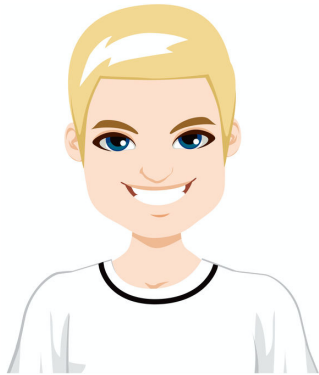
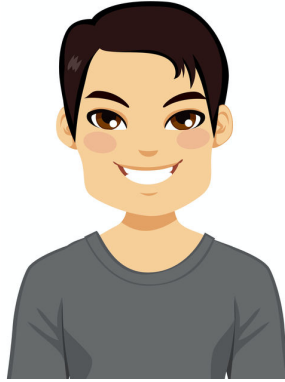
Why will customers love you and your service?

How do you attract and win customers?

How do you sell?

Why do customers buy your service?

Sales channels?



The core team

Short description of core team
members with pictures

CEO

COO / CIO

CFO

Marketing / Sales

Service

Technology

Key Figures, KPIs & Financials

What are your Key Performance Indicators (KPIs)?

E.g. # of customers, # of transactions, usage, volume, interest rate, fees per user, CAC, CLTV, ...

Outline expected high level

- ❖ revenues
- ❖ costs
- ❖ profit

for the next 3 years (per quarter).

Be prepared for: how much money do you ask and at what evaluation?

Roadmap & Current Status



What have you achieved so far?

- ❖ Number of customers
- ❖ Revenues

Where are you now?

What are your next major milestones to achieve?

- ❖ New services
- ❖ New target groups
- ❖ New markets

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