

# STARTUP PITCH DECK

Startup Pitch is a ground-breaking innovation platform designed to boost the next generation entrepreneurs of India. It is where startups meet experts, mentors, corporations, and investors.

Startup Pitch powered by CoKaCo provides disruptive startups with up to Rs. 1crore in funding, mentors, and connections to the top financial services companies in the country. Backed by the NNM NextGen Advisory Pvt Ltd., The selected companies receive funding and take part in the four-month accelerator program during which the startups receive hands-on training, mentoring, and networking opportunities with the top financial services companies in the region. Why NNM NextGen Advisory? NNM NextGen is one of the largest financial services hubs in Mumbai and boasts one of the most dynamic, explosive startup communities in India.

## Benefits for participants

Our participants will get:  
Incubation space for 6 months.  
YourStory coverage.  
Mentorship by our panel members.  
One month tutorial to learn equity market and other financial technologies.  
Chance to network with the who's who of finance industry.

## For the participants who couldn't make it to the list of top 20 will be provided:

Handsels.  
Passes for a Networking Event with the who's who of finance industry, which is to be held in Mumbai.

- Criteria for registration/ Eligibility

Entrant must be registered in India with Registrar of Companies of India and entrant must provide a valid CIN during registration to send their entries.

Owner/operator must be at least twenty-one (21) years of age at the time of Submission;

Owner/operator must be an authorized agent of the registered business and have the authority to legally bind the enterprise, including (without limitations) to the terms and conditions of these Official Rules and to any other required documentation as contemplated in these Official Rules;

The business must be in good standing as of the date of Submission and must remain so through the end of the Contest;

The small enterprise must have completed minimum 6 months and not more than 10 years of operations in India.

An Organization cannot participate on behalf of its sister units, subsidiary(ies) and/or any group entity

Leverage will be given to participants on the basis of PIP(s) (mentioned later in the thread).

### **Announcement of results -**

The result for the first round i.e. qualifying for the video conference will be e-mailed to the ids provided by all the participants on 16th August,2017

All the participants who are shortlisted for the skype interview will be requested to be present at the event. The results of top 20 participants selected from across India, who will be pitching for the sponsors, will be declared only on the day of the event in Bombay Exhibition Center, Mumbai, India on 9th September, 2017 at 12pm.

### **About the presentation -**

- What the participants need to do on the day of presentation

Participants will have 5 minutes to represent their entire startup and acquire funding for the same. For this the participants may emerge with any kind of presentation but:

1. Participants mustn't exceed their time limit
2. No last minute changes against the format of the presentation already submitted
3. No offensive language for any of the fellow participant, mentor, panellist or any member from the audience

- Format of presentation

Presentation in any format will be accepted but the participants will have to keep a track of the time lines. Also, participants must take a note that any kind of pre-arrangements shall not be provided by us apart from (pre-submitted) background music.

- A gist of what to expect from the show

Participants must be ready for

1. Aggressive questioning
2. Longer or shorter combat rounds
3. Heated conversations (with language check)
4. And everything that follows

### **Event outline -**

Name – Startup Pitch

Date - 9th September, 2017

Time - 2 pm onwards

Venue - Bombay Exhibition Center, Goregaon, Mumbai

12-13:30	Final rehearsal
14:00	Curtain raiser, intro about the show with rules and regulations to the audience
14:15	Announce the finalists who are going to pitch & Reasons to shortlist the finalists

14:30	Felicitation of Panelists
14:45	Commencement of the first batch (5mins pitch + 5mins Q&A + 10mins negotiation*)
16:45	Tea Break
17:00	Commencement of the second batch
19:15	Conclude the event with a few words of appreciation
20:00	Networking Event

### **What we are looking for:**

Young and enthusiastic entrepreneurs who are ready to take the industry by storm

Startups capable of bearing risk

An initiative by ultra-modern thinkers that has a capacity to change lives

Any idea which can make the investors close the deal on your terms

And last but foremost, circulation of a good amount of money into the business

### **Participants take note:**

Startup owners from various fields to take part in the NextStep contest to get a chance to pitch before the investors for their desired investment amount.

Only one person per company is allowed to submit the details, which shall be verified by our team.

Submit your applications on or before 15th July 2017.

Fill in the details in accordance with the questionnaire given below.

### **De regeur (strictly required)**

1. Describe the company in 250 characters or less
2. Do you have an online demo/Video?
3. Do you have a slide deck that you would like to share?
4. Is your main business B2C or B2B(including B2B2C)? Specify in your own words.
5. Is there a hardware component in the product?
6. Who is the interlocutor within your company?
7. What is his or her e-mail address?
8. What is his or her phone number?

### Team Info

1. Please list the co-founders + equity + age.

2. How many people are on your team?(digits only)
3. How many developers /Engineers are on your team?(digits only)
4. Does anyone on your team require a VISA?
5. Can you commit at least one decision maker from your team to settle in the accelerator for the duration of the program?

### Business Info

1. What is the customer problem that you solve?
2. Please list your competitors and explain how you are different(include urls)
3. Please share one metric that shows your current traction, in 50 characters or less.
4. Who are your customers?users?
5. How many active users do you have?
6. How many paying customers do you have?
7. Describe your acquisition channels

### Financial Info

1. What is your revenue model?
2. What is your monthly revenue?
3. How much have you raised?
4. How long can you operate before your next financing round?
5. What do you want to achieve by joining this programme?

### **Paramounts in Presentation (PIP) that could gain you leverage**

**First mover advantage** - if your startup is one of its kind

**Profit making incorporation** - if your startup has reached to a level where it's making adequate profit.

**Greater number of employees** - More than 10 employees already working for the company

**Ideas based on some innovation** - if your startup is not just doing things differently but has an innovative concept

**Any breakthrough technology** - if your startup has done something eximious in the field of technology that is worth a revolution.

### **About our company**

#### NNM NextGen Advisory Pvt. Ltd.

NNM NextGen Advisory Pvt. Ltd. is a part of the NNM Group which brings a tremendous experience of over 60+ years in the field of finance and investments. **CoKaCo** stands for **Company Karya Comply** which is a brand of NNM NextGen Advisory.

**CoKaCo** is an online platform to promote all the business related services virtually that of a CEO & CFO and also the compliance and legal work by CA,CS and lawyer for a company.

### **About CoKaCo**

CoKaCo aims at being the best technology-driven platform in India to provide Legal, Finance and Taxation services at one click with innovative acumen and client-centric approach to have long-term synergistic alliances for business growth. With experience & knowledge encompassing a wide range of legal and finance profession, CoKaCo assures seamless mettle and unbounded dedication as the essence of our work. Our impetus-driven and distinct methodology dealing with focused client needs in the most accomplished & effective way under the guidance of experienced team of professionals, whose unimpeachable expertise is backed by their proven credentials, is our strength.

### **Money fifty-50**

ABEC has conceptualized Money Fifty 50 keeping to provide a platform to its consumers where they get an opportunity for a data driven financial planning and update them on how to manage, spend and borrow money effectively.

The founders of Money Fifty 50 are creating an entirely engaging fresh experience for leading innovators in India. The payments, financial services and retail sectors are currently experiencing an accelerated period of product development. In this new emerging reality, characterized by technology and regulatory based disruption, collaboration is the key to survival. This event will be an attestation to India's growing presence in the global financial market.