



# Peter Thiel Investor Funding Elevator Pitch Deck

[Click here to get the best PPT templates!!](#)

# Table of Contents

01 Title

02 Problem and Solution

03 The Team

04 The Product

## The Market

- 05
- › Large and Growing Potential User Base
  - › Opportunity and Competition

06 Barriers to Entry and Exit

07 Sales Plan

08 Funding History and Use of Proceeds

09 Future Prospect and Vision

10 Financial Model and Assumptions

11 Contact



[Click here to get the PPT template!!](#)

# Problem and Solution

Purpose of this slide is to entice the audience into wanting to know everything about the pain points faced by customers and the solution offered by the company to solve it.



The Scale-0-Mata (SOMA) breaks the biggest weight loss barrier by inspiring overweight people to actually weight themselves on frequent basis



In small-scale clinical studies, our claim has been proved and has support in general literature



## PROBLEM

Overweight people (66.7% of the US population) refuse to step on a scale because their real weight is too depressing, making it difficult to persuade them how to lose 20 to 40 pounds



## SOLUTION

SOMA indexes starting weight to zero and simplify records of slight upward or downward movements on a daily basis. Daily use of SOMA Vs. Regular scales is 87% Vs. 14%



SOMA is the first product: Our company's aim is to enhance human health by providing consistent, useful and non-threatening information

[Click here to get the PPT template!!](#)

# Our Product Sales Plan

Mentioned slide portrays the sales plan that company will implement in order to grow its business. Main focus of the company is to acquire customers for staying competitive.

>>>> We will aggressively promote the product through infomercials, celebrity endorsements and traditional PR. We are also going to conduct a large scale study to ensure efficacy and will publish our data in some major scientific papers to persuade doctors to recommend our product to their patients




“Feeling good, lost 2lbs today!

-Add name here



## Our Sales Targets for First Two Years



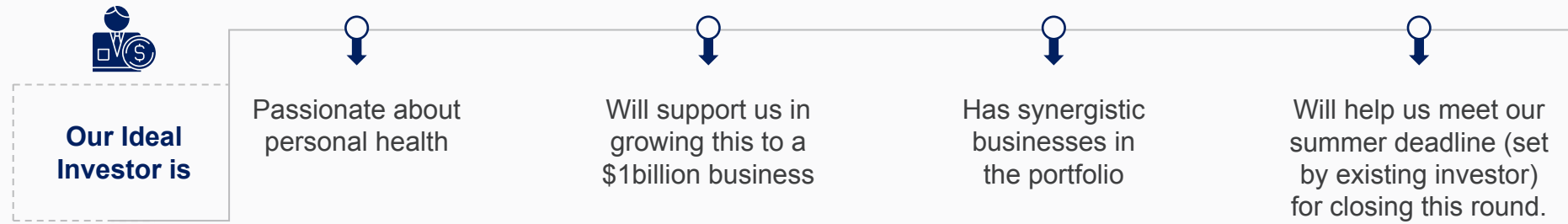
					
		Q1	Q2	Q3	Q4
PRODUCT Name	Year 1	> \$400,00	> \$350,00	> \$300,00	> \$350.00
	Year 2	> \$500,00	> \$400,00	> \$500,00	> \$400.00
	% of Change	> 25%	> 14%	> 67%	> 14%

[Click here to get the PPT template!!](#)

# Funding History and Use of Proceeds

Mentioned slide provides information about the funding history and use of proceeds covering details of ideal investor, amount, valuation and runway.

Series B proceeds will be used for initial manufacturing and distribution of 400k units, at an approx. cost of \$4 MM. The remaining amount will be used for marketing, R&D and hiring purposes.



Stage	Investors	Amount	Valuation (pre-)
Seed	Self funded	\$200,000(convertible)	N/A
A	Self: Founders Fund	\$3,00,000	\$10,000,000
B (proposed)	Self: Founders Fund (has committed to minimum of pro rata up to \$100 million valuation),TBD	\$10,000,000	TBD
Current Cash On Hand	Runway(Low Spend)	Runway(Medium Spend)	Runway(High Spend: Aggressive Hiring)
\$1,200,000	6 months	5 months	3.5 months

[Click here to get the PPT template!!](#)

- The direct revenues and costs of a specific business are measured on a per-unit basis, with a unit being any quantifiable item that adds value to the business.
- Calculating **unit economics** makes forecasting things like break-even points and gross margins easier.

## The Product

Purpose of this slide is to address audience about the technology or magic behind the product. Here the presenter can also provide information of unit economics covering component, display and processor details.



Our team has worked together for three years on three different start-ups that have made profitable exits for our investors, in spaces that are directly relevant to SOMA



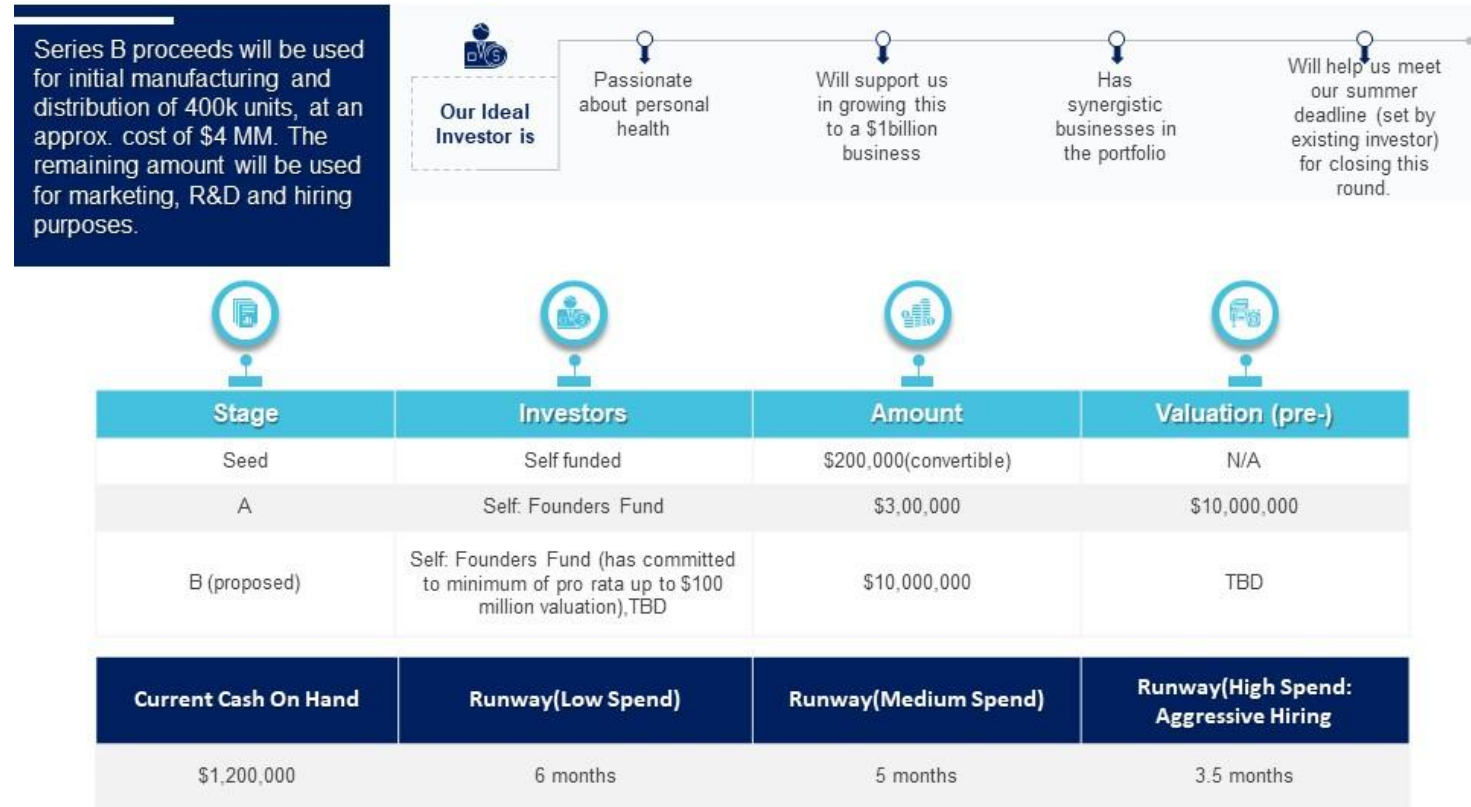
UNIT ECONOMICS			
Component	Cost	Supplier	Design Status
Display	\$1.40	Pearl River Mfg.	Complete
Casing	\$0.87	Ralph Plastics	Complete
Processor	\$3.53	US Semi	Complete
Assembly	\$3.20	Foxconn	Tooling complete; ready to go
<b>SG&amp;A(est)</b>	<b>COGS</b>	<b>Price Point</b>	<b>Gross Profit</b>
\$5.00	\$9.00	\$60.00	\$51.00

This slide is 100% editable. Adapt it to your needs and capture your audience's attention.

- **The funding history** tells a story about compensation and your future. Working at a startup is, by definition, risky.
- While any business can fail, startups are particularly vulnerable.
- The reasons for failure range from never finding a market to scaling so quickly that the company implodes.

## Funding History and Use of Proceeds

Mentioned slide provides information about the funding history and use of proceeds covering details of ideal investor, amount, valuation and runway.



This slide is 100% editable. Adapt it to your needs and capture your audience's attention.

[Click here to get the PPT template!!](#)

- **Financial modelling** is a numerical representation of a company's operations in the past, present, and projected future.
- These models are designed to be used as decision-making aids.
- They could be used by company executives to estimate the costs and forecast the profits of a proposed new project.

## Financial Model and Assumptions

Following slide provides information about company's financial model and assumptions. Assumptions covered in the slide are of investment acquisition, operating expenses and miscellaneous.

Investment Acquisition Assumptions								
€ In USD	Initial Investments	Short-Term				Long-Term		
		Y0				Y0	Y1	Y2
		Q1	Q2	Q3	Q4			
Cash	100,000.00					100,000.00	3,500.00	
Land	5,000.00					5,000.00		
Building / Office	3,000.00			2,500.00		5,500.00		500.00
Software			2,000.00			2,000.00		
IT Equipment	5,000.00					5,000.00	4,000.00	
Factory Equipment	2,000.00					2,000.00		2,500.00
Others						-	2,000.00	
Others						-		
Others						-		
Others						-		
<b>TOTALS</b>	<b>115,000.00</b>	<b>-</b>	<b>2,000.00</b>	<b>2,500.00</b>	<b>-</b>	<b>119,500.00</b>	<b>9,500.00</b>	<b>3,000.00</b>

Operating Expense Assumptions	In USD	Estimated Amounts Per Year
	Marketing	2,500.00
	Sales	1,500.00
	Office Rental	1,000.00
	Legal & Book Keeping	3,000.00
	IT & Licences	500.00
	Office Supplies	200.00
	Telephone	200.00

Miscellaneous Assumptions	Assumption	Value
	Cost of Good Sold/Sales%	10.00%
	Yearly Increase in Expenses	2.50%
	Yearly Increase in Payroll	4.00%
	Income Tax Rate	30.00%
	Annual Ave. Interest Rate	12.00%
	Cash Margin of Safety	5.00%
	10	

This slide is 100% editable. Adapt it to your needs and capture your audience's attention.

[Click here to get the PPT template!!](#)



## What components make up unit economics?

- Customer lifetime value (LTV) and customer acquisition costs are two important terms in unit economics (CAC).
- The generally accepted ratio is a three-to-one ratio, which means that the value of the acquisition obtained is at least three times.



## Is Peter Thiel still a shareholder in PayPal?

- PayPal went public on February 15, 2002, and was acquired by eBay in October of that year for \$1.5 billion. Thiel remained the company's CEO until the sale.
- At the time of acquisition, his 3.7% stake in the company was worth \$55 million.

## Why did PayPal succeed?

- It achieved meteoric success in its early stages, owing primarily to the use of referrals and the payment of small fees of \$20, \$10, and eventually \$5 for signing up.
- During this time in its history, the company experienced daily growth of nearly 10%.

## What exactly is Peter Thiel's law?

- "A startup with a corrupt core cannot be repaired."
- This insight was repeated so frequently by PayPal co-founder and venture capitalist Peter Thiel that friends dubbed it "Thiel's Law."

## Is a bank account required for PayPal?

- PayPal acts as a go-between for your funds and a merchant.
- It connects to a bank account or credit card in a secure manner.
- You then shop using your PayPal account.
- To receive funds in your PayPal account, you do not need a bank account or a credit card.

# About Us

- SlideTeam is a premier Research, Consulting and Design agency that develops and templatizes industry processes and best practices, frameworks and models across all industry and verticals to help customers present their strategies effectively and convincingly.
- In addition, Slide Team compiles data and statistics from thousands of sources over a wide range of topics to help customers make intelligent decisions. We develop and present our research in the form of fully editable PowerPoint templates to make it easy for our customers to create presentations based on their individual requirements.
- With a large team comprising of Research Analysts, Statisticians, Industry Experts and Designers spread over 6 countries, SlideTeam now hosts the world's largest collection of Ready to Use PowerPoint templates on all topics and industries.
- Our team consists of professionals from Fortune 500 companies and Top Tier consulting firms involved in the process of researching and designing over a million slides that are available for our users on a subscription basis.
- To Contact Us and set up a Live Product Demo join us [here](#) .

[Click here to get the best PPT templates!!](#)

