



Masterclass Investor Funding Elevator Pitch Deck

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Purpose of this slide is to provide information about the company covering details about its vision, mission and expertise. Expertise covered in the slide are data analytics, web development and analytics.



Our Vision

To deliver project on time beyond customer expectations and grow business in the interest of our shareholders



Our Mission

To achieve operational excellence and promote sustainability

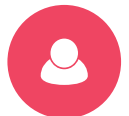
Expertise



Founded in 2021



3 Locations



200 Members



\$XX
MRR/member

MRR*- Monthly Recurring Revenue



Data Analytics



Web Development



Analytics



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Purpose of this slide is to provide information about the pain points faced by customers. Company can provide an example to make the problem more relatable to its target audience.



Customer



Want

- Career development platform providing customized learning
- Add text here
- Add text here



Fears

- Skill gap
- Lack of support
- Add text here
- Add text here



Needs

- Quality experts
- Add text here
- Add text here
- Add text here



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- A **target market** is a specific group of people who share certain characteristics to whom a company markets its products or services.
- Companies use target markets to better understand their potential customers and develop marketing strategies to help them achieve their business and marketing goals.

Target Market for Masterclass Pitch Deck

Following slide highlights the details about target market covering geographic information along with demographics, psychographics and behavioral.

Geographic

- City – Dublin
- State – Ohio, USA
- Population – XXXXXX
- How to reach – Online and offline channels
- Competitors – Company A, Company B

Psychographic

- Lifestyle – Health conscious
- Diet – Tries to eat a sustainable diet
- Brand – Loyal to one or two brands
- Add text – add text here



Demographic

- Age – 17 to 45
- Gender – Male and Female
- Income – in between \$XXXX to \$XXXX
- Add text – add text here

Behavioral

- Interests – Blogs reading, watches nutrition videos
- Spending habits – twice a week
- Add text – add text here

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Our Competition - Masterclass Pitch Deck

Following slide will help the company to provide the investors or audience with a complete view about its competitors based on various product features.

- **Business competition** is a contest between organisations that offer similar products or services or target the same consumer audience.
- Businesses compete to gain and keep customers, increase revenue, and increase market share.

				
Feature	Company A	Company B	Company C	Company D
Feature 1				
Feature 2				
Feature 3				
Feature 4				
Feature 5				
Feature 6				

 Existing Capability
  Limited Capability
  No Capability

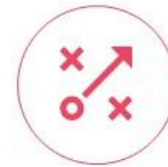
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- **A marketing strategy** directs how you will find and engage with prospective customers in order to promote your core message and build brand interest.
- **A sales strategy**, describes how you will sell to that target audience and convert prospects into buyers.

Addressing the Marketing and Sales Strategy of Masterclass Company



Mentioned slide shows the strategies that company will adopt in order to market its product. Primary focus of the company is to receive organic searches, sell product and stay competitive.



PPC Strategy

- Company will target the keywords that users will type to find websites for finding solution, this will help in intercepting their journey
- Add text here



SEO

- Company will create SEO campaigns to receive organic searches
- Add text here



Paid Social Media

- Company will target users based on their keywords used on social media platform
- Add text here

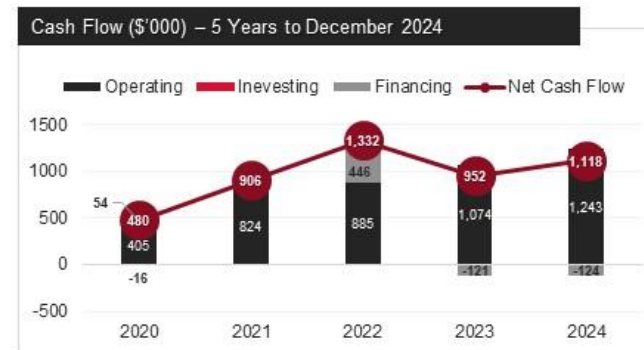
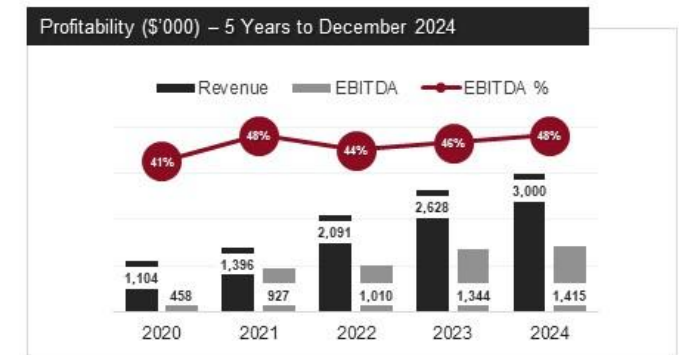


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- **Financial projections** forecast your company's future income and expenses using existing or estimated financial data.
- They frequently include various scenarios so you can see how changes to one aspect of your finances may affect your profitability.

Financials Projections - Masterclass Pitch Deck

Following slide depicts key performance indicators highlighting the financial projections of the company. KPIs covered here are revenue breakdown, profitability and cash flow.



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Why was MasterClass so successful?

- "Getting the best in the world to teach and share at an affordable price point," says the value proposition.
- From a consumer standpoint, it functions similarly to Netflix, which is a streaming platform with a subscription model.
- Consumers can access all classes for \$180 per year.

How is MasterClass beneficial?

- Overall, MasterClass is best for students who are just starting out in a new subject and don't mind a hands-off approach to learning.
- It's especially useful for students who want to become more knowledgeable about a particular topic for their own enjoyment.

Is MasterClass lifetime?

- Although Masterclass does not provide lifetime access, users can always access the lesson workbook for each course they've taken.

What is the duration of a MasterClass course?

- Each class contains 2-5+ hours of video content divided into individual lesson videos that you can watch and rewatch at your leisure.

What are the features of MasterClass?

- MasterClass is a completely immersive learning environment.
- The instructor creates the curriculum for each MasterClass.
- Each class contains about 20 video lessons, each lasting about 10 minutes.
- You can learn on your own terms, in bite-sized chunks or all at once.

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