



Chandaria  
Capital

# KNOW YOUR PROPOSAL



## Introduction: Setting up the Perfect Pitch

We at Chandaria Capital go the extra mile and have provided you with this booklet to assist you in developing the “Perfect Pitch”.

This will help us clearly understand your business, idea, team, crucial financial information, and your business’ key highlights, including milestones, achievements and awards.

Lastly, kindly note your pitch needs to be fair, clear and not misleading. Any claim made, for example a statistic about the market size, will need to be accurately referenced by third-party evidence supporting the claim.

\* Along with this document, kindly attach your Business Plan, Investor Deck and Audited Financials.



## Company Overview

Name of the Company:

Industry:

Short Description:

Founders Names and email addresses:

Website:

Headquarters:

Year Founded:

Headcount:



## Detailed Summary

If you only had two minutes to pitch your opportunity to an investor, think of how you would tie in the product, the market, the problem, your idea, the team, your highlights, and where you see your business in the future, and present it here accordingly. Present that to us, and remember, first impressions matter!

### **The Market:**

Give a quick overview of the market and how your company/products/services fit in it.

### **The Problem:**

Briefly describe the problem you're solving and how. Who has this problem? What are they currently doing? How will your business change this? How are your products/services better than any competitors?

### **The Idea:**

Clearly and concisely explain what your business does and your vision of its future.

### **The Team:**

We want to know the key people behind your business. Kindly introduce key members of your team, providing us with their name, title, relevant education or commercial experience, personal achievements and what they bring to the business.



## Financial Snapshot

We want to quickly assess key financial criteria of your business. Please ensure that the financial data provided is true and has been audited to represent fair value.

### Annual Revenue:

	Historical			Projections		
Year	2015	2016	2017	2018	2019	2020
Revenue						

### Gross Profit Ratio (Gross Profit/Net Sales X 100):

	Historical			Projections		
Year	2015	2016	2017	2018	2019	2020
Ratio						

### Net Profit Ratio (Operating Profit/Net Sales X 100):

	Historical			Projections		
Year	2015	2016	2017	2018	2019	2020
Ratio						

### Operating Cost Ratio (Operating Cost/Net Sales X 100):

	Historical			Projections		
Year	2015	2016	2017	2018	2019	2020
Ratio						

### EBITDA to Sales Ratio (EBITDA/Net Sales X 100):

	Historical			Projections		
Year	2015	2016	2017	2018	2019	2020
Ratio						



## Financial Snapshot

Net Revenue over past three months:

How much of this is recurring monthly revenue?

Is your business profitable? If not, when do you think you will be?

How much debt do you have, if any?



## Highlights

Where do you see your company going in the next five years? What do you need beyond capital to achieve this? What will be your major hurdles?

What does success look like for you and your business?

Have you tried to raise capital in the past? What was your experience?

How much capital have you raised and at what valuation?

How did you hear about us?