



CASE STUDY

State-of-the-art Cafe Chain Pitch Deck

BACKGROUND

The client is an entrepreneur based in UAE, in the hospitality and services industry, driven by a strong desire to create a technology lifestyle cafe chain in GCC countries and India.

Primary requirement of the client was to create an investor pitch deck to demonstrate his unique idea and its immense potential. They had also planned to introduce technology along with food to attract more traffic to the cafe.

To create a technology-embedded cafe chain, the client wanted to onboard a professional team that could understand both technology and business to create a pitch that would pique an investor's interest.

APPROACH

1. Conducted market research to identify similar solutions out in the market and helped our Client arrive at a brand USP
2. Formulated a financial model. depicting the ROI from an investor's point of view
3. Recommended the need and benefits of preparing a teaser deck, final presentation, and an explainer video
4. Supported the Client in the role of a mentor in the startup journey

CONCLUSION

Our pitch deck was a success with the client being able to find multiple interested investors and funds required for the project.

AT A GLANCE

Results and Deliverables

- US\$7M Investments secured
- Proposal approval from 5 Investors
- Deliverables including
 1. Teaser deck
 2. Investor Pitch deck
 3. Explainer video
- Kickoff team signed up as technology partner for the project implementation



The Team helped me with Investor pitch deck and branding for this ambitious project of mine. While my idea domain was totally new to them, the team displayed amazing commitment to mastering the domain. In addition to understanding the requirements, they also went the extra mile to provide valuable insights on how to approach my target investors.

Manu Balachandran

Food Entrepreneur