

**TATA MOTORS**  
**TACNet**

*AutoMobility Collaboration Network*

# Pitch Deck Guidelines



**Pitch Deck** is one of the key element of your application for Tata Motors' TAC Net program as it will help us to understand your business, product offerings, USP, and the market opportunity in the country.

The following document list out some of the key points that would be critical for us to understand your start-up and its operation. All participants are requested to provide information related to all the fields mentioned below.

*DO NOT provide any information which can be considered as a trade secret, proprietary know-how or confidential information pertaining to your start-up and its business.*

#### **Key Points for Pitch Deck:**

- All applicants are required to upload a pdf version of their presentation (ppt)
- Companies are requested to restrict their Pitch Deck to max of 15 slides, containing the details mentioned below. Any additional details you wish to submit can be included as an annexure
- Maximum file size for uploading is 15 MB

TACNet team would like to hear more about your company on the following aspects, please share the details at your discretion and avoid sharing any sensitive/confidential information.

*Note: If certain information is confidential or a trade secret of the applicant, you may indicate the same in your application and not share it at this stage.*

#### **Key Sections to be included in the Pitch Deck:**

- **Company Overview:**
  - Vision of the company/founders
  - Business overview
  - Team size and split (by technical vs non-technical etc.)
  - Growth Story (since inception including major milestones)
  - Founders Profile (incl. education, past experiences etc.)
- **Product Details:**
  - Include details about company's product and/or service offerings, product technology, core value proposition/USP, protected Intellectual property (if any). Also share a link to product demo video (if any)  
*Note: Please highlight the uniqueness of the product or service or technology and NOT the technical details for each feature in the product/solution/service, which are confidential in nature)*
- **Operational Details:** Details on the company's operation including markets served, pilot runs if any  
*Note: For the pilot run details please share what have you achieved so far – scope, product, customers, revenues, etc.*
- **Monetization Model**
  - This is about how you will make money from this business opportunity, both at unit economic level as well as overall business.  
*Note: At this stage of application, we do NOT need the calculations and confidential details, but a basic explanation of how a customer transacts with your solution/offerings and different stakeholders involved.*
- **Issue or Pain Point that your product/solution addresses**

- Explain who your target customers are and why they need your solution and mention what they are currently doing; how your product/service is a better solution
- Existing Roadblocks Faced in adoption or scaling up the solution
- Mention any customer studies undertaken to support the above
  
- **Size of market opportunity Overall Opportunity:**
  - Market Potential /Addressable Market in India (volume and/or value)
  - Details on the adjacent spaces into which this model can be expanded
  
- **Funding Details:**
  - Round Wise Details of the funds received
  - Investor Details: In the first stage of the application, we don't need the name of all the investors, but please provide the key stakeholders name (anyone owing 10% plus stake)
  - Also highlight any investment/offer made by other Auto OEMs
  
- **Key Performance Indicators**
  - Revenue of the company (since inception max up to last 5 years and forecast for next 2-3 years)
  - Top-line Volumetric (if applicable)
  - Operational Metrics
  - Asset Base (Fleet Size, Service Network, Customer Base etc.)
  - Margins\* – Unit economics, Gross Margin
  
- **Key Clients/ Customer Base**
  - Name of the key clients, and customer feedback
  - Methods used for capturing data
  - How many people are using your product/services? How many recurring users do have on a monthly basis?
  
- **Key Competitors:** Tell us about your major competitors and what gives you a competitive edge over other them
  
- **Future Plans\*:** Details such as Expansion plans – Operational, Portfolio, etc. (if any), key dependencies & success criterion for scaling.
  
- **Possible areas of collaboration with TML**

*\* We recommend including this details for enabling the evaluating team to gain a better understanding of your operations, plans and aspirations, but these details are not mandatory for first stage.*



***All set with your Pitch!***  
***Apply Now....***