



TRIGA GUIDE: PITCH DECK

PITCH 101

In the simplest sense, a pitch is a presentation of your venture. It is an incredibly valuable asset that you will use throughout the your ventures lifecycle, no matter where you are at.

It's not just to promote to funders, it could be for the purpose of soliciting interest from new business partners, clients, employees, marketing channels, media, or even just friends and your support network.

Your pitch will always keep growing, so here is your chance to get your base in





PITCH 101

(CONTINUED)

Focus your pitch on what is important to your venture currently, and tailor it to what that specific audience needs to know, eg angel investment; finding a founding partner; selling to your first customers.

Less is more: use striking and explanatory images with as little text as possible. Really, a few words that immediately click means way more than a long sentence that gets glanced over!

Write down your script for the whole pitch. Then read it and record your time. If you are over your allocated time, go back, highlight only the most important point on each slide/section, and delete the rest.

GETTING STARTED!

THE BASICS FOR YOUR PITCH AT TRIGA

- You will be allocated 5 minutes to pitch your venture, and not a second longer. You will be cut off.
- Your pitch deck should not be longer than 10 slides.
- Design guidelines can be combined in different ways and no headings are needed.
- Your audience is redemption-minded. Emphasise your theological significance and impact.



CREATING A GREAT PITCH
is about the artful
interplay between providing
the INFORMATION that will
ANSWER THE QUESTIONS
of your audience and
engaging their
IMAGINATION with a STORY
so that they are INSPIRED.

COVER PAGE DESIGN



HELP YOUR AUDIENCE REMEMBER YOUR PITCH.
MAKE IT CAPTIVATING!

COVER PAGE DESIGN



ONLY USE: IMAGE • LOGO • LOG LINE

LOG LINE = WHAT YOUR VENTURE DOES IN 5-8 WORDS

5 THEMES TO PLAN AROUND



HOOK



THE
WHY



DOWN TO
BUSINESS



TRACTION
& TEAM



ASK
& END

HOOK

- You have 15 seconds to catch your audience's attention. Make it COUNT!
- Speak to the story brain first, not the analytical brain...
- Make it personal. Speak about the empathy you have for your client and your belief in redemption.
- What compelled you to start?
- What will make your audience say: I'm in!





THE WHY

- Clearly define the problem your venture wants to solve.
- What is the magnitude of the problem?
- Describe the problem at a high level and through the specific story of the beneficiary, if relevant.
- Clearly define the solution your venture will present.
- What are your offerings / products / services?
- Be able to show or talk about the people you serve.
- What is the long term / visionary outcome you're working towards?

This is Ouma **Nomthandazo**
Along with other grandmas
and aunts she is taking care of
90% of South Africa's **5,2 million**
orphaned & vulnerable
children (OVC).





Everyone
Deserves The
Chance to be a
Full
Participant in a
Changing World.

DOWN TO BUSINESS

- Describe the model that you're seeking to scale, including:
 - How you make your money?
 - Client acquisition cost?
 - How much does it cost to service a client?
 - Are you at break even or making a profit?
- Specify who/what you are trying to change/impact?
- Who is currently addressing the problem you're working to solve, and how are you unique?
- How is your venture redemptive?



DOWN TO BUSINESS

STRONG CREDIT OFFERING

Our aim is to create financial inclusion

- Informal traders are unable to access stock credit due to traditional credit scoring models that require collateral and require their integration into existing financial systems
- We provide access to stock credit of R10000, based on historical trading data
- Credit Risk will sit with Setana Capital and not Wholesaler. Stock credit will be provided over 7-14 days per store.



BUSINESS MODEL



SETANA CURRENTLY CHARGES A 2% Service Fee of R200 per R10 000 and gives entrepreneurs R10 000 in trading credit



Capital Approved R700 000
Capital Deployed R430 860

7-14 days

70 Spaza stores

Ticket Sizes R10 000

Townships
Diepsloot | Thembisa | Soweto | Cosmo City | Katlehong



ADOPT A LIFE

SKILLS DEVELOPMENT

THE BRAVE HOME

.04



.05

OUTREACH TO THE SEX TRADE

TACTICAL RESCUE OPERATIONS

FIGHT LIKE A GIRL

>>>>>>>

YEARLY OPERATIONAL COST
R1 700 000

FUNDRAISING TARGET 2023
R2 500 000 - R3 000 000

.06





TRACTION

- Describe your growth over the years.
- Explain how your solution is effective and scalable.
- Are the costs of producing products / serving clients / beneficiaries legitimate?
- Are your revenue projections reasonable?

TRACTION

Traction & Capital



800+ Vehicles	20% Monthly Revenue Growth rate	450 Published Routes	5 Active Cities
160+ Businesses Served	25-33% Gross Margin	170,000+ Rides Completed	880+ Tons CO2 Avoided

Our Investors



User Growth & Financial Impact

ct From 2008 to 2018 10 Years	Approximately 300 Users Revenue = R0
ct 2018 to June 2020 30 Months	Growth to 2,171 Users Revenue = R300k
ct 2020 to July 2022 20 Months	Over 50,000 Users 2021 Revenue = R3,3 million 2022 Revenue = R9 million
ct 2023	Aiming for 150,000 Users 2023 Revenue = R20 million

Traction: Cities & Customers





POWERED BY

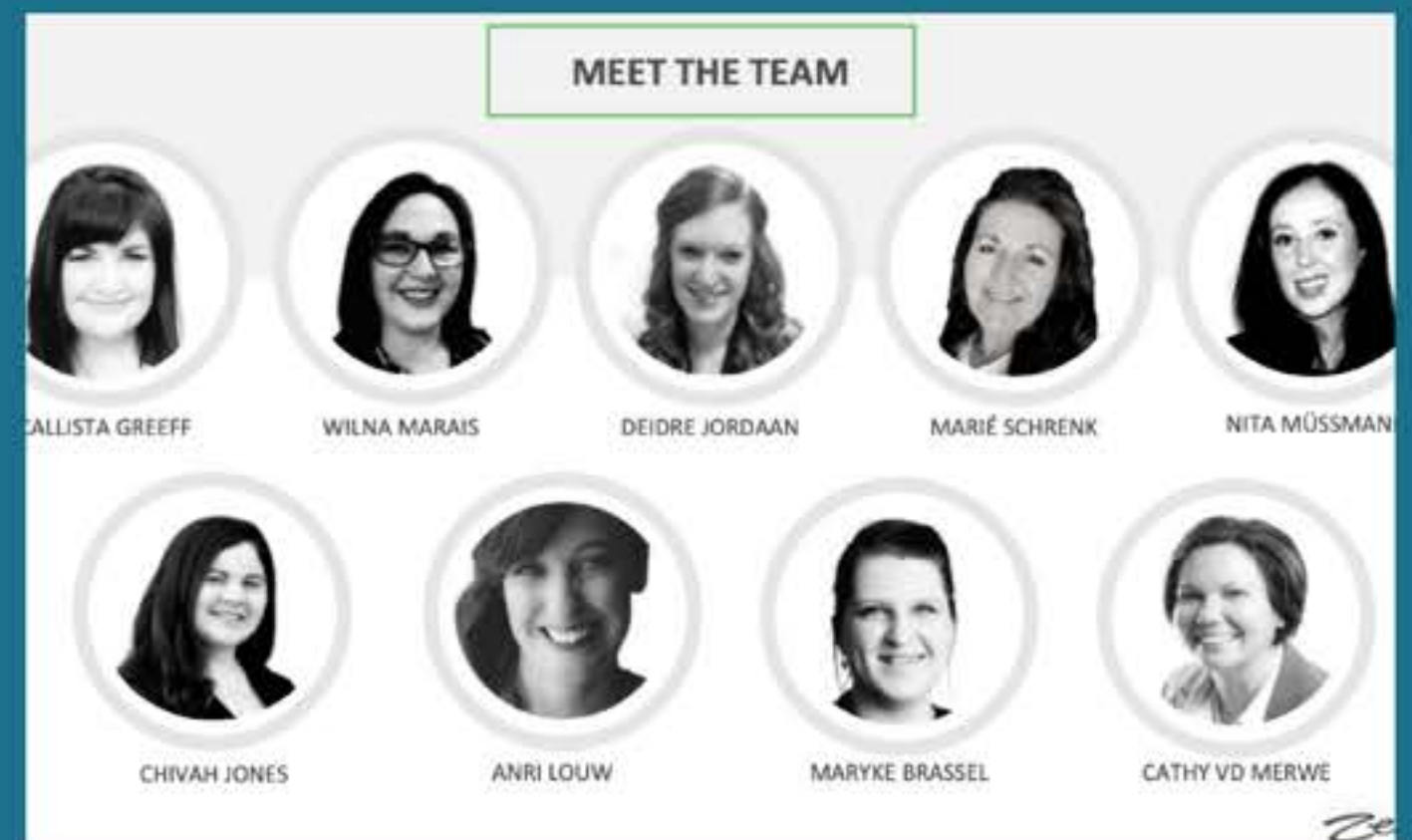
Clqtech



YOUR TEAM

- Show what your team looks like.
- Briefly describe key members and how they contribute to your venture's success.
- How does your company culture model the gospel?
- What does diversity mean within your team.

TEAM



ASK & END

- What do you need and why?
- Include a slide that explains the key ways that the mentors/audience can help you.
- End strong. You can circle back to your opening why!
- Your first and last slide should be the same.



ASK

ASK

- Mentorship – growing business
- Clients
- Collaboration Partners
- Referral of outstanding HR / Recruitment Consultants

Zeal HR
the business of people



HOW TO CHANGE A LIFE:

- PARTNER (R500 MONTHLY)
- NETWORK OPPORTUNITIES
- VICTIM RECOVERY
- (R5000 - R10 000 MONTHLY)
- ADVISORY

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**YOU HAVE
GOT THIS!**

TRIGA
VENTURES