

The background of the slide is a close-up photograph of green wheat stalks, slightly out of focus, creating a textured, organic feel. A white rectangular border is centered on the slide, enclosing the title text.

PITCH DECK

ABOUT US

At Contoso, we empower farming communities to foster collaborative thinking to further drive workplace innovation. By closing the loop and leveraging ethical farming methods, we help businesses grow organically and nurture a consumer first mindset.

PROBLEM

MARKET GAP

Organic agriculture continues to be consumer driven, but we're seeing a lapse of availability in the market for organic products

COSTS

Loss of sales by not offering organic produce selection

FINANCIALS

Customers want something that's healthy and available to pick up at their local supermarket or area

CUSTOMERS

6.6% increase of retail sales of organic food proves that there's consumer interest for more organic produce

USABILITY

Retail organic food sales were up by £112 billion in 2019



SOLUTION

CLOSE THE GAP

Our product makes organic farming easier, and no other product on the market offers the same benefits or yield.

COST SAVINGS

Reduce expenses for replacement products

TARGET AUDIENCE

Gen Z (18-25 years old)

EASY TO USE

A simple product that gives customers the information they need in order to produce an abundance of rich produce

PRODUCT OVERVIEW



UNIQUE

Only product
specifically dedicated to
the agricultural market



FIRST TO MARKET

First beautifully
designed product that's
both stylish and
functional



TESTED

Conducted testing with
young farmers in the
area



AUTHENTIC

Designed with the help
and input of agricultural
experts in the field



PRODUCT BENEFITS

Cool and stylish product

Areas for community connections

Online store and market swap



COMPANY OVERVIEW



BUSINESS MODEL

RESEARCH

We based our research on market trends and social media

ABSTRACT

We believe people need more products specifically dedicated to this niche market

DESIGN

Minimalist and easy to use

MARKET OVERVIEW

£3B

Opportunity to build
Fully inclusive market
Total addressable market

£2B

Freedom to invent
Selectively inclusive market
Serviceable available market

£1B

Few competitors
Specifically targeted market
Serviceable obtainable market



MARKET COMPARISON

£3B

Opportunity to build
Addressable market

£2B

Freedom to invent
Serviceable market

£1B

Few competitors
Obtainable market



OUR COMPETITION

CONTOSO

Our product is priced below that of other companies on the market

Design is simple and easy to use, compared to the complex designs of the competitors

Affordability is the main draw for our consumers to our product

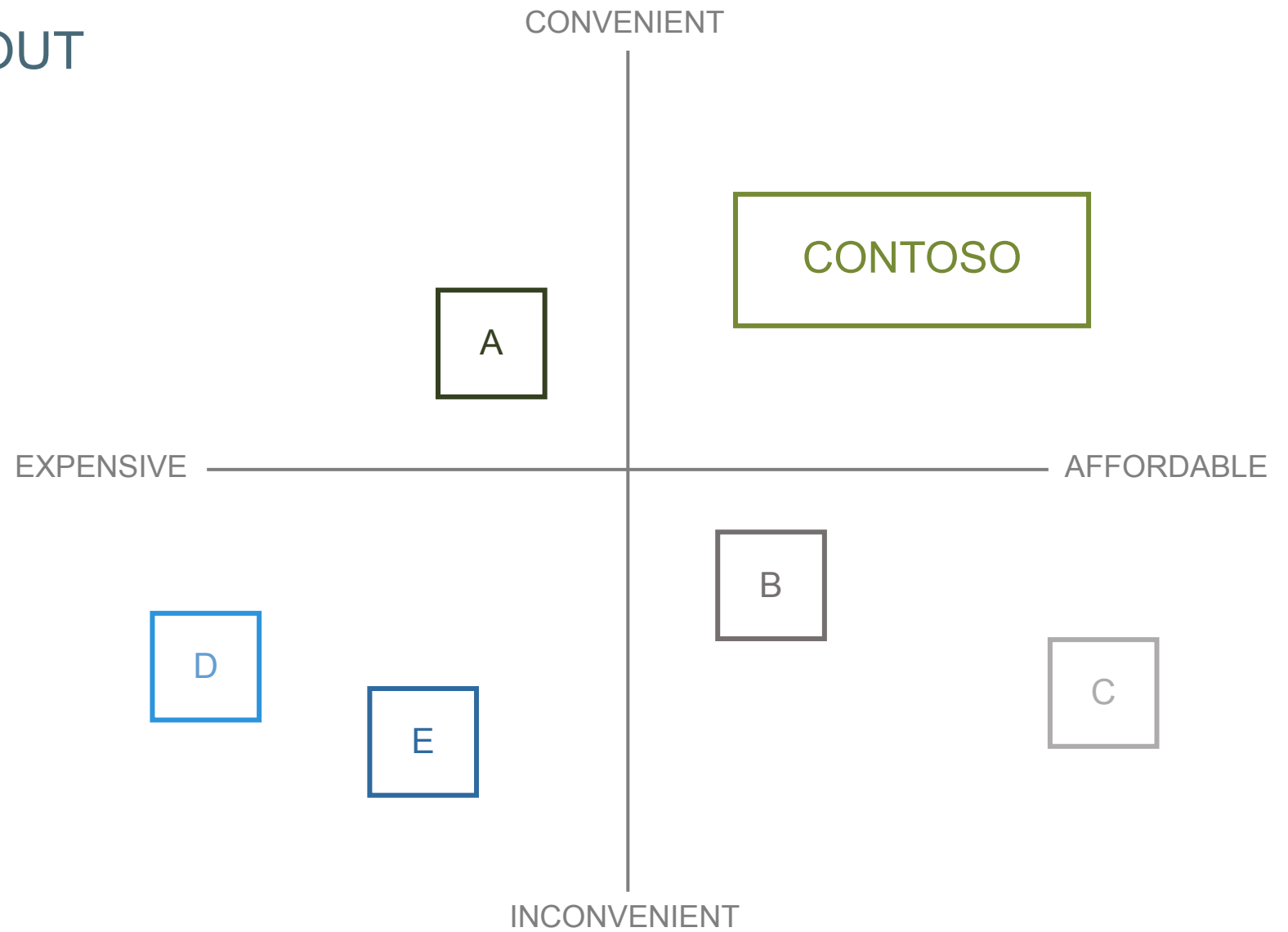
COMPETITORS

Company A
Product is more expensive

Companies B & C
Product is expensive and inconvenient to use

Companies D & E
Product is affordable, but inconvenient to use

COMPETITIVE LAYOUT



GROWTH STRATEGY

How we'll scale in the future

FEB 20XX

Roll out product to local farms in the region to help establish the product

MAY 20XX

Release the product to the general public and monitor press and regional market trends

OCT
20XX

Gather feedback from the agriculture and farming community to expand availability of the product



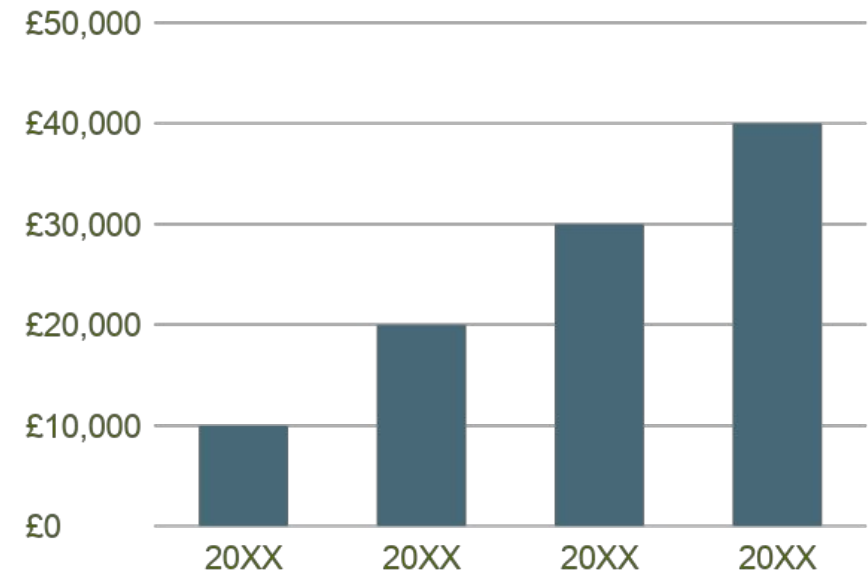
TRACTION

Forecasting for success

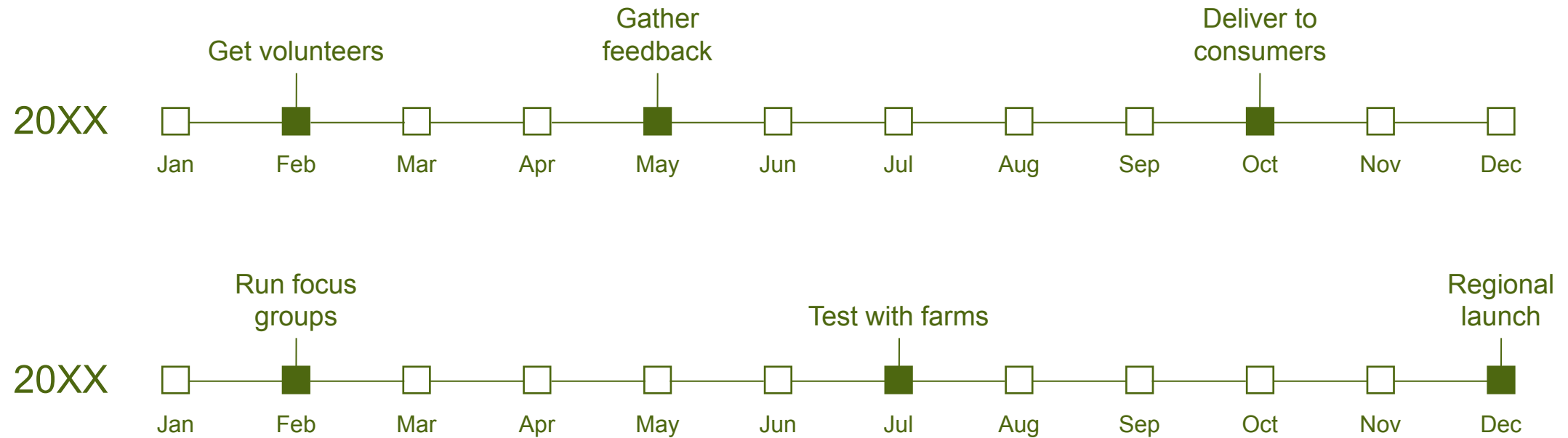
Metrics

	CLIENTS	ORDERS	GROSS AVENUE	NET REVENUE
20XX	10	1,100	£10,000	£7,000
20XX	20	200	£20,000	£16,000
20XX	30	300	£30,000	£25,000
20XX	40	400	£40,000	£30,000

Revenue by year



2-YEAR ACTION PLAN



FINANCIALS

	YEAR 1	YEAR 2	YEAR 3	
Detailers	5,000	40,000	160,000	
Users	50,000	400,000	1,600,000	
Sales	500,000	4,000,000	16,000,000	
Average Price per Sale	75	80	90	
Revenue @ 15%	5,625,000	48,000,000	216,000,000	
GROSS PROFIT	5,625,000	48,000,000	216,000,000	
Expenses				
Sales & Marketing	5,062,500	38,400,000	151,200,000	
Customer Service	1,687,500	9,600,000	21,600,000	70%
Product Development	562,500	2,400,000	10,800,000	10%
Research	281,250	2,400,000	4,320,000	5%
TOTAL EXPENSES	7,593,750	52,800,000	187,920,000	2%
EBIT	-1,968,750	-4,800,000	28,080,000	



MEET THE TEAM



TAKUMA HAYASHI
President



MIRJAM NILSSON
Chief Executive Officer



FLORA BERGGREN
Chief Operations Officer



RAJESH SANTOSHI
VP Marketing

MEET THE TEAM



TAKUMA HAYASHI
President



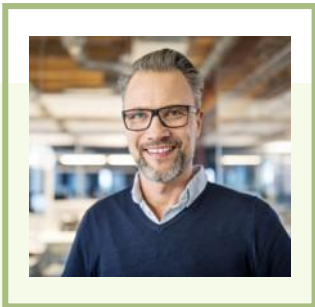
MIRJAM NILSSON
Chief Executive Officer



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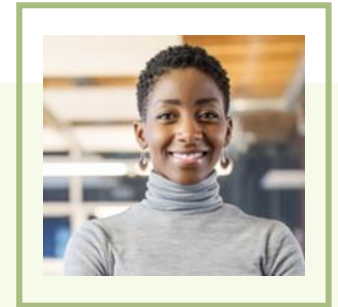
GRAHAM BARNES
VP Product



ROWAN MURPHY
SEO Strategist

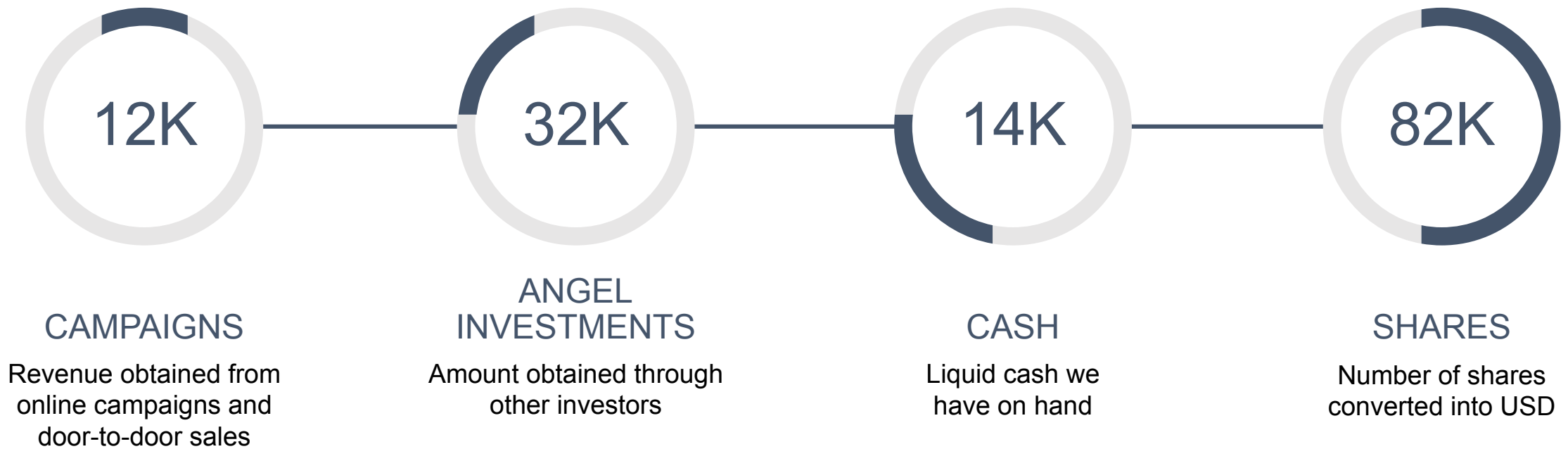


ELIZABETH MOORE
Product Designer



ROBIN KLINE
Content Developer

FUNDING



SUMMARY

At Contoso, we believe in giving 110%. By using ethical farming methods, we help farming communities grow organically and foster a consumer first mindset. We thrive because of our market knowledge and a great team behind our product. As our CEO says, "Efficiencies will come from proactively transforming how we do business."

THANK YOU

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