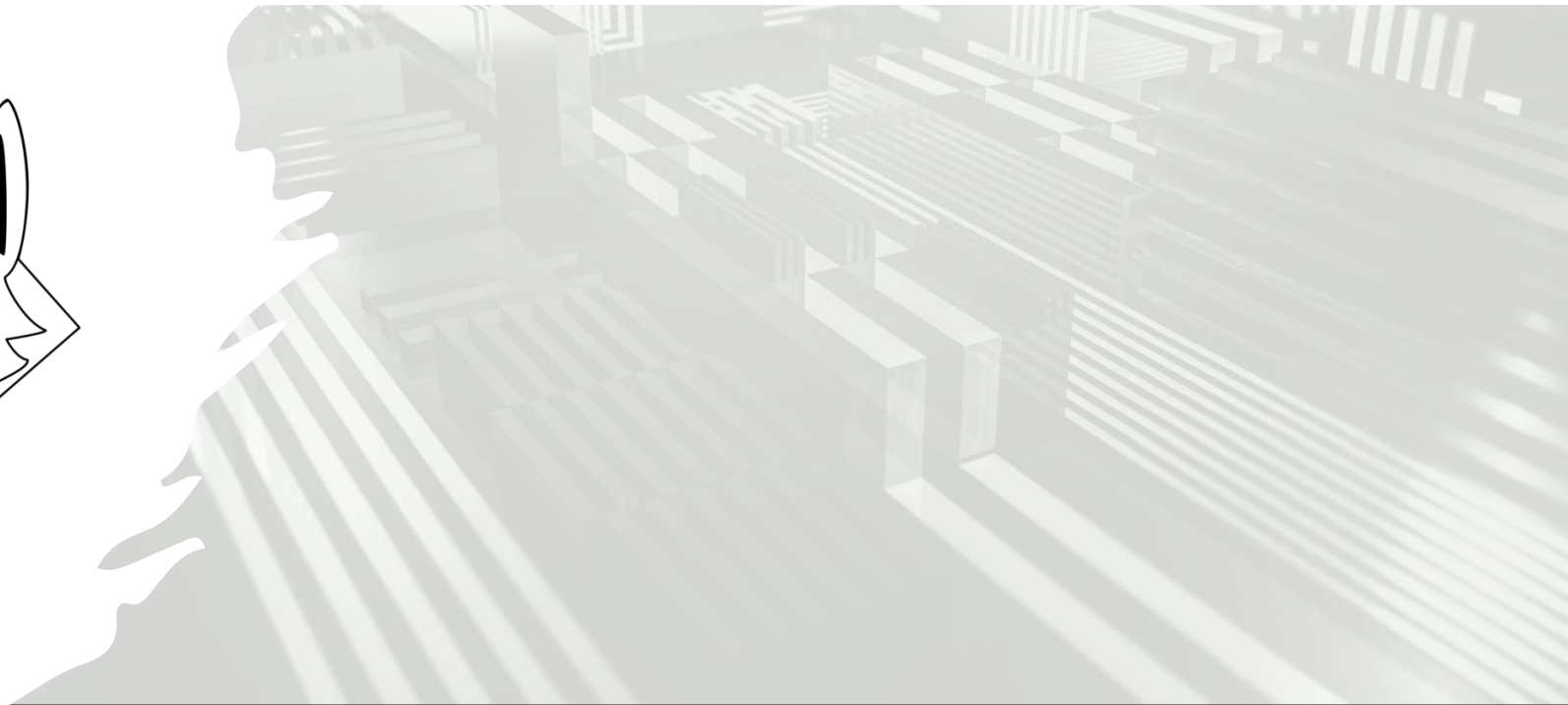
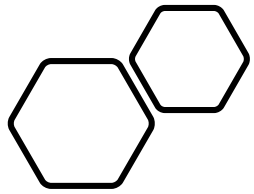


How to build a good deck

Basic elements that make a successful one pager for
your MVP

OBLOCK TECHLAB



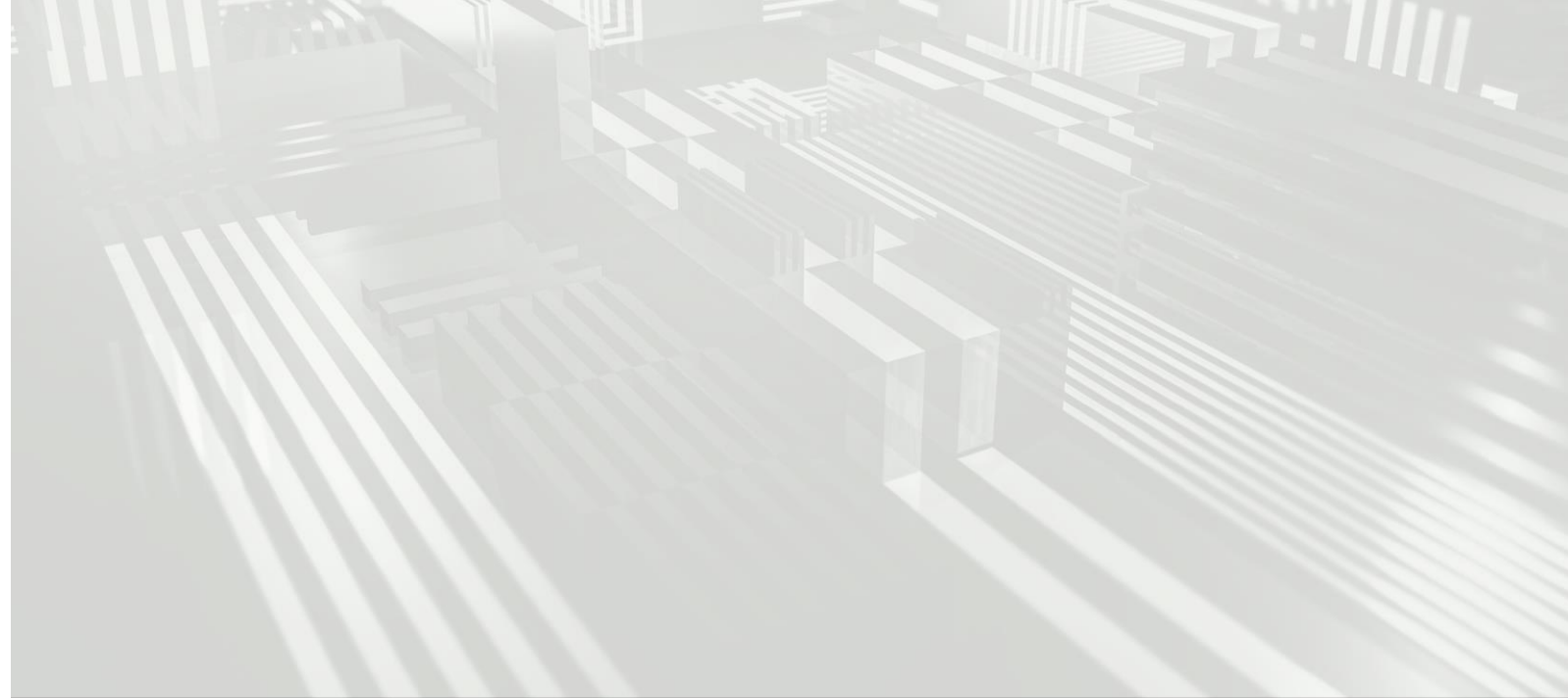


OBLOCK TECHLAB



What is a deck?

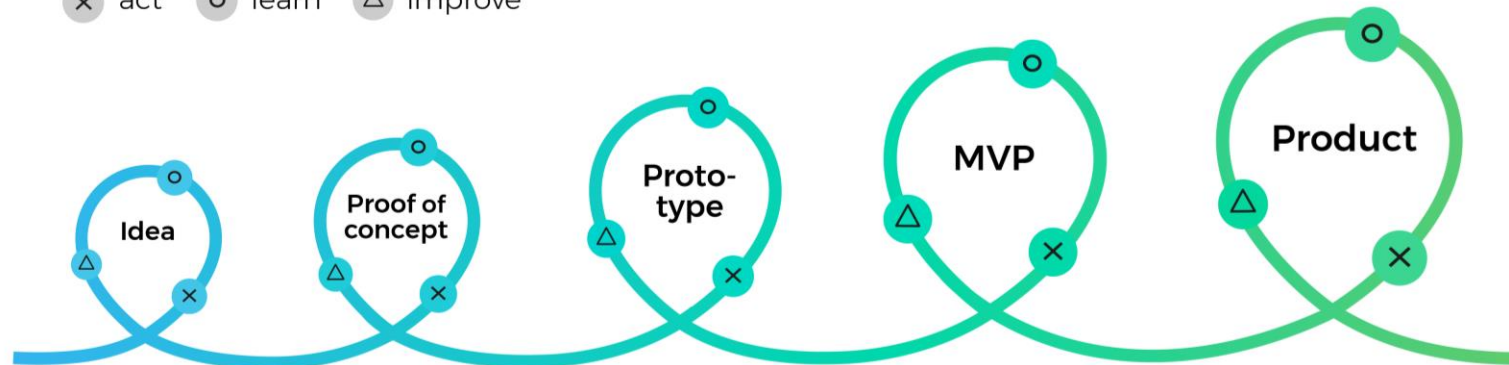
- Developing a PoC is the process by which ideas turn into minimum viable products.
- Through the POC, you test and pivot, as you develop the initial idea.



IDEA - TO - PRODUCT JOURNEY



× act ○ learn △ improve



Timeline

What is a deck?

- At the end of the PoC process, you should reflect certain information, that's key for future investors, audience.
- The goal is to attract attention and prove the feasibility of the potential product.
- THAT, IS A DECK..
 - So, how should I build mine?



1. PROBLEM

- Describe the problem that your potential product/service is going to address.
- It needs to be something that everyone understands, such as "reduce the time collecting bill payments"



SECRET SAUCE

SPECIFIC ADJECTIVES

OBLOCK TECHLAB



2. SOLUTION

Why is your Company best suited to solve the problem?

× Make sure you specify:

- What do you do?
- How you're different?
- Why are you worth investing in?



2. SOLUTION

Market Size - US

49 Million People
22 to 35 age range



31 Million Prospective *Mint* Users
64% of target demographic use online banking

Referrals (CPA)

\$8 RPU per year w/ 14% CAGR

Conversion	CPA	Referral
0.75%	\$50.00	Savings Accounts
1.00%	\$75.00	Internet
0.50%	\$75.00	Credit Cards
0.25%	\$50.00	Cell Phone
0.10%	\$200.00	Bank Accounts

Advertising (CPC)

\$4.50 RPU per year w/ 22% CAGR

Data to Leverage
Zip Code (feasibly: School or Workplace)
Age (feasibly: Gender)
Income (propensity to spend)
Where and when you shop
What brands you buy

\$388 Million Total Addressable Market Opportunity w/ 16% CAGR

Including market size and opportunity may be a good idea if your product or service is innovative.

DESKTOP SOFTWARE

MOBILE APP

OBLOCK TECHLAB



3. PRODUCT/SERVICE OVERVIEW

YOUR DEFINED OFFERING

× Make sure you specify:

1. Who is it for? (Specific audience)
2. Why is it needed? (No empty words)
3. Potential roadmap

3. PRODUCT/SERVICE OVERVIEW



- × If your product is an app, online tool or service, consider adding screenshots that show off its most unique features.





4. COMPETITORS

- List of competitors
- How are they addressing the problem?
- What makes you different?
- Is there any IP protection that you have?



5. TEAM



- Your audience, whoever this might be, is interested in the drive of these people and what makes them unique enough to see this project to its success.
- Under each core team member, consider including bullets, descriptions or titles that show why they are central to your mission



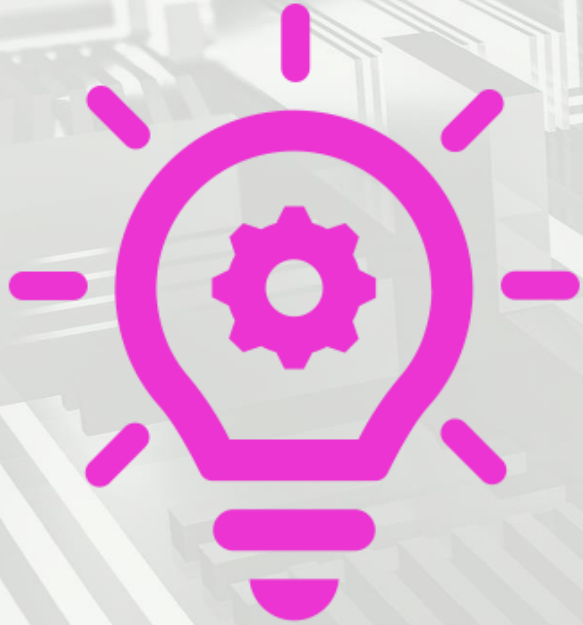
6. FINANCIALS/KPIS

- You may not have proper financial reports, but you surely have an estimation of the costs you need for your product's projected growth (development).

- Add the main KPIs that were established during the PoC, specially if they were met.



GENERAL TIPS



- Use bullets (not long sentences)
- Be concise (no empty words such as "great", "disruptive"...etc.)
- Be graphic (images are better at catching attention)
- Be sure the whole deck has a message that fall through and makes sense (consistency).



Thanks!

OBLOCK TECHLAB

