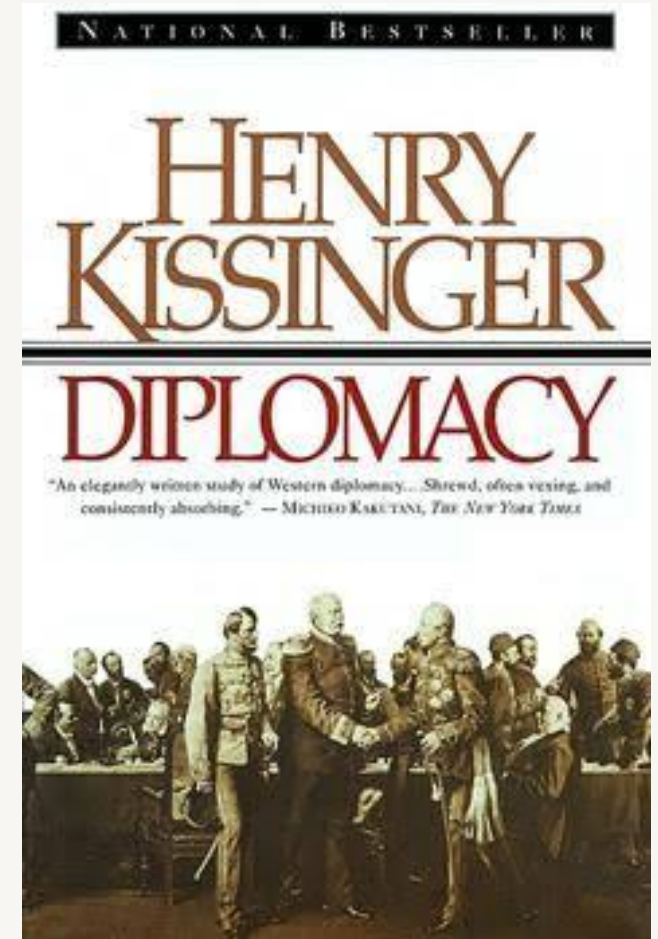


CHAPTER ONE

The New World Order

Almost as if according to some natural law, in every century there seems to emerge a country with the power, the will, and the intellectual and moral impetus to shape the entire international system in accordance with its own values. In the seventeenth century, France under Cardinal Richelieu introduced the modern approach to international relations, based on the nation-state and motivated by national interest as its ultimate purpose. In the eighteenth century, Great Britain elaborated the concept of the balance of power, which dominated European diplomacy for the next 200 years. In the nineteenth century, Metternich's Austria reconstructed the Concert of Europe and Bismarck's Germany dismantled it, reshaping European diplomacy into a cold-blooded game of power politics.

In the twentieth century, no country has influenced international relations as decisively and at the same time as ambivalently as the United States. No society has more firmly insisted on the inadmissibility of inter-



ABOUT US

At Contoso, we empower organizations to foster collaborative thinking to further drive workplace innovation. By closing the loop and leveraging agile frameworks, we help business grow organically and foster a consumer-first mindset.

MARKET GAP

Few, if any, products on the market help customers like we do

CUSTOMERS

66% of US consumers spend money on multiple products that only partially resolves their issue

FINANCIALS

Millennials account for about a quarter of the \$48 billion spent on other products in 2018

COSTS

Loss of productivity costing consumers thousands of dollars

PROBLEM

SOLUTION

CLOSE THE GAP

Our product makes consumer lives easier, and no other product on the market offers the same features

COST SAVINGS

Reduce expenses for replacement products

TARGET AUDIENCE

Our target audience is Gen Z (18-25 years old)

EASY TO USE

Simple design that gives customers the targeted information they need



PRODUCT OVERVIEW

UNIQUE

Only product specifically dedicated to this niche market

FIRST TO MARKET

First beautifully designed product that's both stylish and functional

TESTED

Conducted testing with college students in the area

AUTHENTIC

Designed with the help and input of experts in the field

PRODUCT BENEFITS

Cool and stylish product

Areas for community connections

Online store and market swap



COMPANY OVERVIEW



BUSINESS MODEL

ABSTRACT

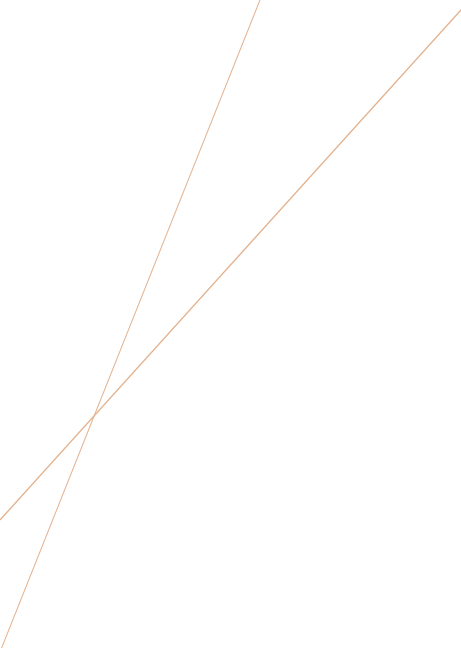
We based our research on market trends and social media

DESIGN

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

RESEARCH

Minimalist and easy to use



MARKET OVERVIEW

\$3 BILLION

Freedom to invent

Selectively inclusive market

Serviceable available market

\$1 BILLION

Opportunity to build

Fully inclusive market

Total addressable market

\$2 BILLION

Few competitors

Specifically targeted market

Serviceable obtainable market

MARKET COMPARISON



OPPORTUNITY TO BUILD

Addressable market



FREEDOM TO INVENT

Serviceable market



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

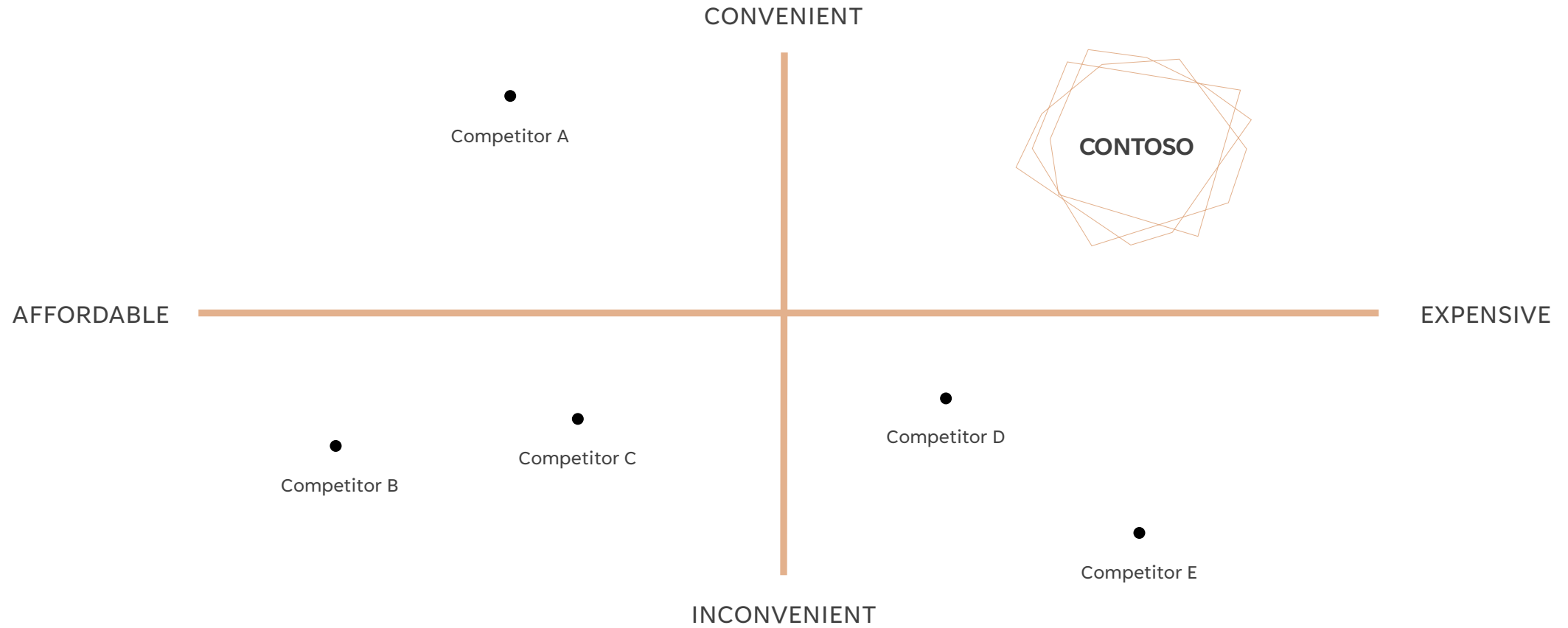
COMPETITORS

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

OUR COMPETITION



A series of thin, light brown lines forming various overlapping triangles and polygons, creating a complex geometric pattern in the top left corner of the slide.

GROWTH STRATEGY

FEB 20XX

Roll out product to high profile or top-level participants to help establish the product

MAR 20XX

Release the product to the general public and monitor press release and social media accounts

OCT 20XX

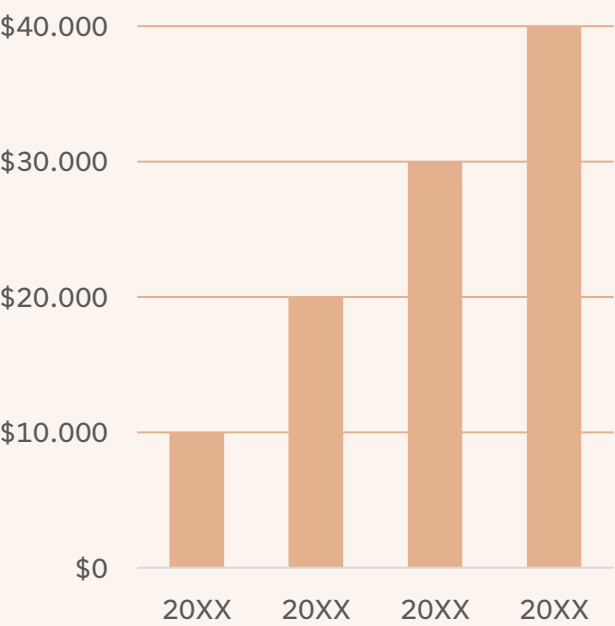
Gather feedback and adjust product design as necessary

TRACTION

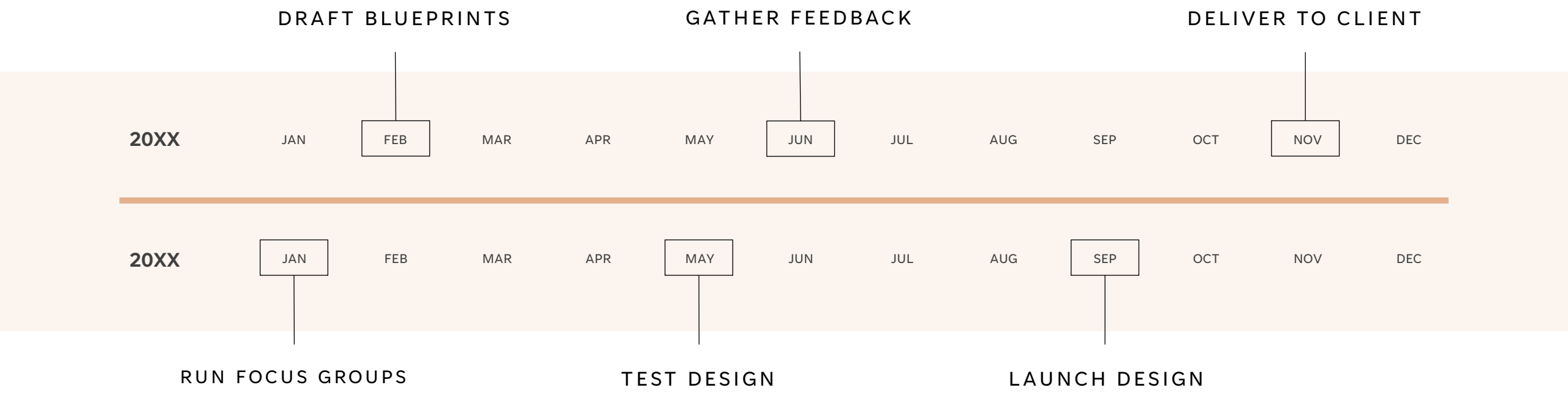
Forecasting for success

KEY METRICS				
	Clients	Orders	Gross revenue	Net revenue
20XX	10	1100	\$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



TWO-YEAR ACTION PLAN



FINANCIALS

	Year 1	Year 2	Year 3
INCOME			
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 70%
Customer service	1,687,500	9,600,000	21,600,000 10%
Product development	562,500	2,400,000	10,800,000 5%
Research	281,250	2,400,000	4,320,000 2%
TOTAL EXPENSES	7,593,750	52,800,000	187,920,000

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



FLORA BERGGREN
Chief Operations Officer



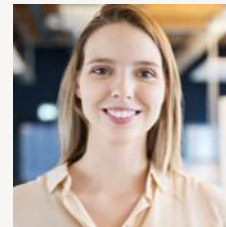
RAJESH SANTOSHI
VP Marketing



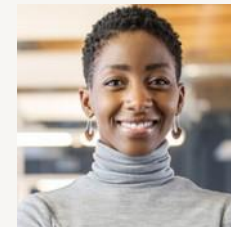
GRAHAM BARNES
VP Product



ROWAN MURPHY
SEO Strategist

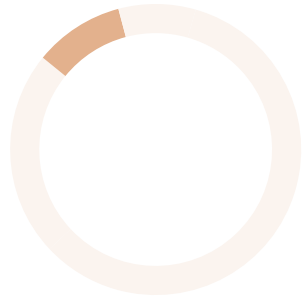


ELIZABETH MOORE
Product Designer



ROBIN KLINE
Content Developer

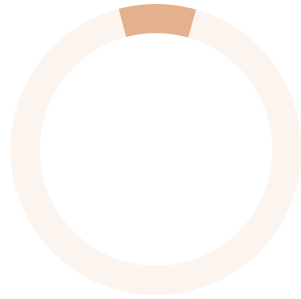
FUNDING



\$14,000

ANGEL INVESTMENTS

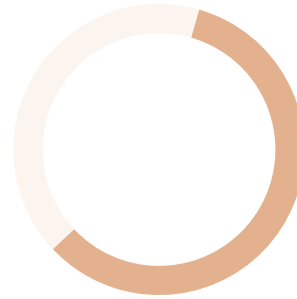
Amount obtained through
other investors



\$12,000

PROPERTY

Revenue obtained from
property rentals



\$82,000

SHARES

Number of shares converted
into USD



\$32,000

CASH

Liquid cash we have on
hand

Two thin, light orange lines intersect on the left side of the slide. One line is horizontal, and the other is diagonal, crossing it.

SUMMARY

At Contoso, we believe in giving 110%. By using our next-generation data architecture, we help organizations virtually manage agile workflows. We thrive because of our market knowledge and great team behind our product. As our CEO says, "Efficiencies will come from proactively transforming how we do business."

A series of thin, light brown lines forming an abstract geometric pattern in the top left corner of the slide. The lines intersect to create various triangular and polygonal shapes.

THANK YOU

Mirjam Nilsson

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mirjam@contoso.com

www.contoso.com