

Background

A start-up make-up brand engaged RK Ventures to prepare an investor pitch deck for upcoming investor meetings. The scope included creating a comprehensive pitch deck with a detailed 24-month cash flow projection from the ground up. Supplemental data was assembled to support all financial assumptions and strategic recommendations.

Objectives

- Develop a compelling, professional pitch deck to attract investors
- Build a robust, realistic 24-month cash flow model tailored to the beauty industry.
- Provide supporting documentation for all financial estimates and strategic elements.

Approach

- Consulted the founders to understand the brand vision, target market, cost structure, and competitive differentiators.
- Conducted industry benchmarking to set realistic sales and growth projections.
- Designed a visually engaging pitch deck outlining market opportunity, business model, go-to-market plan, and investment ask.
- Constructed monthly cash flow projections, itemizing revenue streams, direct costs, indirect expenses, and investment usage.
- Documented and explained all key inputs, including pricing, expected conversion rates, and marketing Strategy ROI.

Results

- Delivered a 15-slide pitch deck illustrating the brand's value proposition, growth plan, and financial upside.
- Provided a detailed, dynamic cash flow Excel model for 24 months, tracking all major inflows and outflows.
- Enabled the start-up to confidently approach funding discussions, leading to multiple investor meetings scheduled post-delivery.