

# Profit Plum Pitch Deck Audit

Professional Analysis by Slidr | Audit Date: August 11, 2025

## Slidr Methodology

This audit uses the proprietary ILTC (Investor Likelihood to Convert) framework, analyzing over 1,000+ successful pitch decks. Our scoring system evaluates five critical components that determine funding success: Traction (25%), Market Opportunity (20%), Financial Credibility (25%), Competitive Position (15%), and Presentation Quality (15%). Each component is benchmarked against industry standards and investor behavior patterns observed across 500M+ in successful funding rounds.

### Slide 1-2: Title & Introduction

"Profit Plum - Invest in Bharat" with cattle imagery, followed by "Let's Begin - Why we thought to create a deck on Profit Plum?"

#### Critical Issues

RED FLAG

- Unprofessional Opening:** "Hi There!!" and casual tone immediately signals amateur approach
- No Value Proposition:** Investors have no idea what this company does after 2 slides
- Confusing Messaging:** "Why we thought to create a deck" is founder-centric, not investor-focused
- Missing Fundamentals:** No company description, stage, or funding ask upfront

#### Specific Fixes Required

- Lead with clear value proposition: "Profit Plum connects urban investors with dairy farmers through livestock asset investments"
- Add one-liner describing business model and target market size
- Include funding stage and amount seeking in subtitle
- Remove all casual language - this isn't a friend's presentation

### Slide 3: "Robinhood of Alternate Investments"

Claims to be "WE ARE THE robinhood Of Alternate Investments" with tagline "CONNECTING URBAN INVESTORS WITH RURAL FARMERS"

#### Critical Issues

DEAL KILLER

- Delusional Positioning:** Comparing to Robinhood (\$11B+ company) with zero revenue is investor red flag
- Unsubstantiated Claims:** No evidence provided for being "THE" anything in this space

- Poor Design:** Inconsistent capitalization and font sizing looks unprofessional

- No Differentiation:** Doesn't explain how they're different from existing agritech platforms

#### Specific Fixes Required

- Remove Robinhood comparison entirely - earn comparisons through traction
- Replace with specific problem statement and market size data

- Add competitive differentiation with concrete examples

- Professional design consistency throughout

### Slide 4: Market Statistics

Claims "Alternative Assets under Management will grow to 17.4 \$tn by 2025 at a C.A.G.R of 9.8%" and "84% of investors plan to increase alternative assets allocation"

#### Critical Issues

RED FLAG

- Misleading Market Sizing:** Global alternative assets ≠ livestock investment market in India
- No Source Attribution:** Preqin data cited without link or verification
- Irrelevant Statistics:** HNI alternative investment trends don't apply to retail dairy investing
- Missing TAM/SAM:** No actual addressable market calculation for their specific model

#### Specific Fixes Required

- Research Indian livestock investment market size with credible sources
- Calculate TAM for retail investors interested in agricultural investments in India

- Include dairy industry size and growth rates specifically

- Add sources for all statistics with hyperlinks

### Slide 6: Market Opportunity

"LIVESTOCK FARMING IS A 71,000 Cr read DAIRY Investment/Credit potential sector" - connecting dairy farmers with urban investors

#### Critical Issues

RED FLAG

- Confusing Presentation:** "read DAIRY" is incomprehensible
- Unourced Claims:** ₹71,000 Cr figure has no attribution or verification
- Market vs. Opportunity Confusion:** Total dairy market ≠ investment platform opportunity

- No Customer Validation:** Zero evidence urban investors want this product

#### Specific Fixes Required

- Source the ₹71,000 Cr claim with government/industry reports
- Calculate realistic SAM based on investor platform adoption rates

- Add customer interviews or surveys showing demand

- Include comparable platform transaction volumes (if any exist)

### Slides 8-10: Problem Definition

Three problems: Cash flow issues during drought, environmental conditions for cattle, and urban investors seeking meaningful investments

#### Critical Issues

RED FLAG

- Weak Problem Validation:** No data on how many farmers face these issues
- Solution Mismatch:** Retail investors can't solve systemic agricultural financing problems
- No Urgency:** Problems exist but no evidence they need THIS solution
- Competitor Ignorance:** Ignores existing agritech and fintech solutions

#### Specific Fixes Required

- Add quantified data: "X% of dairy farmers face cash flow issues during drought"

- Include farmer interviews validating these specific pain points

- Research existing solutions and explain why they're inadequate

- Show why asset-backed investing is superior to traditional lending

### Slide 12: Team Credibility

Claims "1 Year experience of running our own farm in the Himachals" as primary qualification

#### Critical Issues

DEAL KILLER

- Insufficient Experience:** 1 year of farming experience is not credible for scaling to thousands of farms
- No Financial Services Background:** Building investment platform with zero relevant experience

- Grammar Issues:** "the Himachals" suggests lack of attention to detail

- Missing Key Skills:** No agricultural technology, compliance, or platform scaling experience

#### Specific Fixes Required

- Add advisors with 10+ years agricultural finance experience

- Include team members with investment platform development background

- Demonstrate deeper agricultural knowledge through case studies

- Add regulatory compliance expertise for investment products

### Slide 14-15: Product & Pricing

Four investment products: Milching cows (₹80K, 7-9% returns), Pregnant cows (₹100K, 13-15% returns), Calves (₹3-3.5K, 11-13% returns), Silage (₹250K, 11-13% returns)

#### Critical Issues

DEAL KILLER

- Unrealistic Returns:** 13-15% guaranteed returns on livestock investment is impossible
- Risk Completely Ignored:** Zero mention of disease, death, market price volatility
- No Unit Economics:** How are these returns calculated? What about platform costs?

- Regulatory Issues:** Offering investment products without SEBI registration is illegal

#### Specific Fixes Required

- Research SEBI regulations for investment platforms immediately

- Add comprehensive risk disclosures for each product

- Provide detailed unit economics with conservative assumptions

- Include insurance costs and mortality rates in projections

### Slide 17: Financial Projections

Projects ₹100 Cr AUM by Year 3, \$10-15M revenue in 5 years, 62% EBITDA margins

#### Critical Issues

DEAL KILLER

- Fantasy Projections:** ₹100 Cr AUM with zero current traction is delusional
- No Benchmarking:** How do these numbers compare to similar platforms?

- Currency Inconsistency:** Mixing USD and INR without explanation

- Impossible Margins:** 62% EBITDA for asset-heavy business model is unrealistic

#### Specific Fixes Required

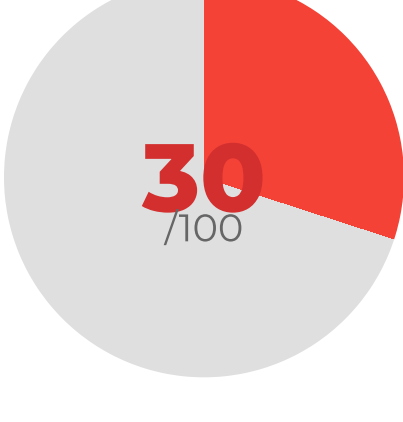
- Research actual growth rates of agritech platforms in India

- Benchmark margins against Lendingkart, Fasal, other agritech companies

- Build bottom-up projections based on farmer acquisition costs

- Use consistent currency throughout (INR recommended)

## ILTC Score Analysis



#### Traction Score

15/100

Pre-revenue, no customers, no pilots. 1 year farming experience insufficient.

#### Market Score

35/100

Large dairy market exists but no credible TAM calculation for investment platform.

#### Financial Score

20/100

Completely unrealistic projections with no supporting data or benchmarks.

#### Competitive Score

25/100

Ignores existing solutions. No clear moat or differentiation strategy.

#### Presentation Score

40/100

Unprofessional tone, grammatical errors, confusing structure.

### Benchmark Reality Check

#### Minimum viable scores by stage:

• Pre-seed: 50+ ILTC required

• Seed: 65+ ILTC required

• Series A: 75+ ILTC required

This deck scores 30/100 - well below any fundable threshold.

## Priority Action Plan

### ● HIGH PRIORITY (Deal-Killers - Fix Immediately)

- Regulatory Compliance:** Consult SEBI lawyer immediately about investment product regulations
- Unit Economics:** Build detailed financial model with realistic assumptions and risk factors
- Market Research:** Commission proper TAM/SAM study for Indian livestock investment market

- Team Strengthening:** Add advisors with agricultural finance and investment platform experience

- Customer Validation:** Interview 50+ potential investors to validate demand

### ● MEDIUM PRIORITY (Significant Improvements)

- Competitive Analysis:** Research all existing agritech and investment platforms

- Risk Framework:** Develop comprehensive risk management and insurance strategy

- Technology Platform:** Build MVP with basic investor onboarding capabilities

- Pilot Program:** Launch with 10 farmers and 50 investors to prove model

### ● LOW PRIORITY (Nice-to-Have)

- Presentation Design:** Professional redesign with consistent branding

- Marketing Strategy:** Develop customer acquisition cost models

- Partnership Strategy:** Identify potential corporate partners

## Summarize Your Pitch Deck with Professional Design

Your deck needs professional redesign to meet investor standards. Visme offers templates specifically designed for investment presentations.

[Create a Professional Pitch Deck with Visme →](#)

## Bottom Line: This Deck Will Kill Your Fundraising

No serious investor would consider funding based on this presentation. The combination of unrealistic projections, regulatory ignorance, weak team credentials, and unprofessional presentation creates multiple deal-killers. Recommend 6-month rebuild focusing on customer validation and regulatory compliance before approaching any investors.