

# TOGGLE

WEEKEND LIVING IN THE DIGITAL AGE

A publication of *The Daily Star*



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# Apple Watch Series 8 could track the user's fever: reports

Mark Gurman, a well-known Apple rumour reporter, recently stated that the upcoming Apple Watch Series 8 will come with a body temperature sensor with fever-tracking capabilities.

"You can expect some new health-tracking features in this year's Apple Watch," says Gurman in his recent report in Bloomberg. He believes that if the latest body temperature detection features pass internal testing, the upcoming Series 8 Apple smartwatches should be equipped with the ability to not only track temperature irregularities and fever, but also provide advice regarding seeking a doctor if the temperature seems unusually high.

However, the sensor will likely not



be able to provide a specific reading like a dedicated thermometer. Still, its ability to detect fevers and recommend medical attention should come in handy for regular users.

He adds that this body temperature sensor should also be available in the "new rugged edition" of the Apple

Watch that will be marketed toward athletes. However, this feature will likely not be available in the lower-end SE which is slated to be released this year.

According to Gurman, the Apple Watch Series 8 chip will be similar to the Series 7 chip in terms of performance, which was "roughly in line with the Series 6 chip from 2020". Thus, he predicts, the Apple Watch will retain similar processing powers for three years in a row, and the new releases will only feature minor hardware changes at best.

Apple Watch Series 8 is expected to be released in September this year. To note, Apple has not yet officially confirmed these details.

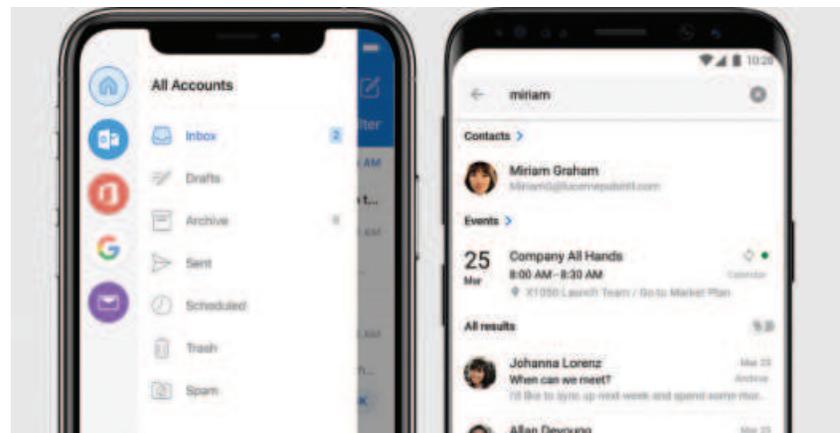
# Microsoft Outlook Lite releases soon

Microsoft is reportedly planning on releasing a Lite version of the Microsoft Outlook app for Android. According to details stated in the Microsoft 365 roadmap, Microsoft Outlook Lite will have a smaller app size and improve performance for low-end devices on any network.

The roadmap also states that the Lite version will be available worldwide this month, though, at the time of writing, an official date has not been announced.

Outlook Lite, a lightweight app meant for less powerful Android smartphones, looks to be following the same formula as Facebook Lite and Gmail Go - catering to low-end users by condensing the main features of the original app into a smaller and easier-to-store version.

Outlook Lite also reportedly features a more condensed UI with the same settings and personalisation options as the original version.



However, there have been reports that suggest that only one account can be used in Outlook Lite at a time: though this detail is unconfirmed as of yet.

The roadmap also suggests that Microsoft is working on a new Windows-only version of Outlook that is meant to replace the current version.

Microsoft Outlook currently has over 500 million downloads on the Google Play Store and is one of the most popular email management apps worldwide. A lightweight version should be a blessing for dedicated Outlook users who can't afford to bloat their low-end devices.

## EDITOR'S NOTE

### Living to the fullest

Retirement after a long life of hard work is a dream come true for many. However, retirement shouldn't denote the closing of a chapter, for it can open many new doors. In this week's Cover Story, we look into some career options for elderly citizens and how their professional spirits can be renewed by getting into new jobs.

In Next Step, we try to find out how effective multitasking is both professionally and in daily life. For Bytes, we look at some tips and tricks to make the most out of your new smartwatch. Check out Spotlight for a how-to guide on effective pitch decks.

As always, variety for everyone. Stay safe everyone. Until next week.

Shams Rashid Tonmoy  
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## TOGGLE

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# Ubisoft closing online services for older games

Ubisoft has recently announced the shutdown of online services and multiplayer functionalities of many of its older games such as Assassin's Creed Brotherhood, Prince of Persia: The Forgotten Sands, Ghost Recon Future Soldier and Rayman Legends.

On September 1 this year, many of these games will be added to Ubisoft's list of decommissioned online services.

In its official blog post, the popular video game company stated that this is being done to focus resources on newer and more popular games, as well as to improve the overall player experience.

According to Ubisoft, alongside Assassin's Creed Brotherhood, Assassin's Creed II and the 2012 release

of Assassin's Creed 3 will also be added to the decommissioned online services list.

Assassin's Creed Brotherhood was initially released in 2010 on PS3 and Xbox 360 and on Windows in 2011, receiving multiple awards and commercial success during its peak. Even though the main gameplay doesn't require an active internet connection, losing access to its online services would mean DLC installation and multiplayer services will no longer be available.

Other online features and signing in using a Ubisoft account will also not be possible once the online services are officially decommissioned by Ubisoft.



# Multitasking Art or recipe for disaster?

NUSAIBA NOOHIN

The art of multitasking is not an easy one to master. We often go about our day, juggling more than one chore at a time without even noticing. This feat has become prevalent in our professional lives as well. Many professions require you to be excellent at multitasking at any given time.

While this particular skill has its ups and downs, it might end in a disaster if not done efficiently. As a result, learning how to multitask efficiently can allow you to be more productive at work while making better use of your time and energy.

#### PLAN YOUR TASKS

To avoid getting overwhelmed by handling numerous tasks simultaneously, plan your work ahead of schedule. Try to plan your work according to their level of difficulty. For example, if you plan on juggling two functions with the same difficulty level, you might not get either of them done. Try to set a difficult task with an easy one for seamless and hassle-free transitions between functions.

#### SET REALISTIC GOALS

It is simpler to prioritise your workload when you have a documented list of chores. Taking on too much at once might lead to undue stress. It is also wiser to divide your work into bite-sized portions that are simpler to get through. Hence, set manageable goals for yourself.

#### ADJUST EXPECTATIONS

Doing plenty of tasks may seem like your secret to success. However, because you are too busy taking on new initiatives, you end up with more work than you can handle. So, while setting a goal, remember to make sure that it is discrete, achievable, practical and time-bound.

#### GROUP TASKS

Grouping allows you to manage numerous activities while improving productivity. Working on entirely separate things at the same time will almost certainly lead to confusion. When arranging your work week, group similar jobs together so that you may flip between them and accomplish your deadlines simultaneously.

#### TAKE A BREAK

Constantly switching from one task to another without any break will eventually lead to massive burnout, which is why it is vital to give yourself short breaks when necessary. When you are preoccupied with your work, you might not even realise when the workload takes over your life. However,

taking time away from work to relax will clear your mind with renewed inspiration and motivation, allowing you to focus better on your work.

#### THE BENEFITS OF MULTITASKING

**Saves time**  
You can accomplish your goals more quickly when you multitask. An expert may complete several things at once while another person completes one.

#### Increased productivity

Productivity may increase through multitasking. Good multitaskers may also be more productive at home, which would enable them to finish their duties more quickly and have more leisure time after work. When professionals can accomplish this, their stress levels may decrease.

#### Increased resilience

It takes effort to multitask. To complete many duties at hand, one must concentrate wholly. The ability to shift concentration between tasks comes through training. Such concentration and flexibility can also boost resilience.

#### Steady work progress

Even if the process is sluggish, multitasking enables tasks, projects, and assignments to move toward completion.

can sometimes result in enhanced productivity and efficiency, but it can occasionally result in a quality compromise. There may also be a lot of errors that go unnoticed due to the haste of getting multiple jobs done at once. It is nearly impossible to juggle multiple tasks at a time and get them done perfectly.

#### Memory impairment

You run the danger of losing crucial information needed to complete a task if you are working on a project or assignment while often interrupted by coworkers, phone calls, or clients.

When you are bombarded with too much information, your brain struggles to distinguish between what is crucial and what isn't, which harms your memory. In addition to immediate harm, multitasking risks include neglecting to secure objects correctly, which might result in a fire, theft, or other catastrophic problem.

#### Accumulated time-gap

Even for people who are skilled at multitasking, the act of switching from one activity to another causes a temporal lag. The time spent switching between tasks might be wasted. Even while switch costs can be little, when people transition



ILLUSTRATION: TANZID SAMAD CHOUDHURY

Most of the time, slow progress is preferable to stagnant progress. It is crucial for completing projects that need concurrent or subsequent work before moving on to the next stage or for tasks with similar deadlines.

#### THE DRAWBACKS

##### Increases stress

Constant multitasking often leads to stress and anxiety, which can affect an individual's mental health. Professionals who strive to do two or more tasks could feel anxious about their achievement. Constant multitasking may result in cycles of stress and anxiety, which can eventually reduce productivity.

##### Compromise in quality

Multitasking necessitates speed. It

between jobs often, they can add up to considerable amounts of time. This is similar to a computer slowing down when it has one too many tabs working at the same time.

All of this suggests that even though multitasking might speed up the completion of your tasks, it can also undermine your effectiveness and interpersonal skills. You merely need to be aware that the modern world not only requires the task to be completed but also evaluates how well you complete it. The multitasking rule is not universal, and not using it does not make you a loser. Try to learn new ways to do tasks effectively, but never compromise the quality of your work.

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# "THE BIG SUR"

'Porsche 911 930 by Singer Vehicle Design'

ARFIN KAZI

Singer Vehicle Design has been a popular name among Porsche purists and car enthusiasts. It is well known for restoring or resto-modding old Porsches back to their factory condition without compromise in any aspect - improving upon the components, bringing it up to speed with modern times, and keeping the original chassis of the old car.

The Big Sur is the newest iteration from the company - resto modding a retrospect Porsche 930 911, adding extra bits to make the old Porsche experience quite enjoyable by challenging its stigma of breaking down from age and making it the ultimate driver's Porsche.

The Big Sur is the latest tribute to the 911 930 with a 450 Horsepower 4.0-litre air-cooled flat six-boxer engine paired with a 5-speed gated manual. The car is RWD like the 930 was, and most things that are done to the car were meant to make the car more athletic, with driver comfort and ease of operation in mind.

The exterior sports an iconic horizon blue colourway which also runs through the interior with Singer cognac stripes, also running down the middle of the exterior of the car. Behind the extended flares, the car also has iconic Singer upgraded original design 930 wheels, wrapped with Michelin Pilot Sport tires.

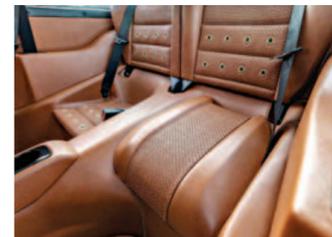
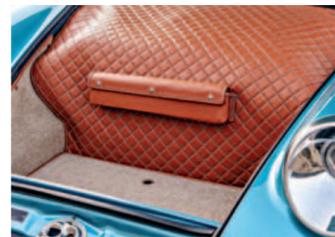
The interior of the car received the most prominent update. The whole interior is wrapped around leather with the special Singer Cognac colourway, the bucket seats are made by Recaro, which are also four-way power-adjustable; inside a 930 911, a car originally from



the 70s. The layout of the dash has been kept fairly similar to the original model, except for the steering wheel, which has been modernised and wrapped around in leather. The gated manual gear lever has been redesigned and moved behind to make shifting more comfortable.

Although the Big Sur has modernised updated peripherals, everything comes

for a price. Starting with a hefty tag of over US\$ 475,000, it is definitely not easy to get one's hands on one of the limited-run Big Sur's that will come out. Overall, Singer Vehicle Design Porsches retain a great stigma of heritage and remain one of the most desirable cars both from purists and car enthusiasts in general.



# CAREER OPTIONS FOR ELDERLY CITIZENS

FAIJA TASFIA

Life at every stage is different and challenging. In your youth, you chase work and struggle to find the meaning of life. In your old age, you chase work again for a different meaning of life with all your previous work behind you. In our country, elderly citizens are often pushed towards retirement by society. From the societal point of view, they deserve a life of rest and peace after all their hard work.

However, that calls for a different struggle. They find adapting to this new role challenging, often resulting in loneliness and depression. There is also a social factor related. Society frowns upon the children and immediate family members when they see an elderly citizen, those above 50 years of age, still working professionally. But times are changing. People understand the importance of activity in life, and children encourage their parents to work or do things they enjoy. Here are some career options to consider for elderly citizens.

## WRITER/EDITOR

As a professional writer, this career path is my personal preference. I see myself continuing this professionally in my old age - as many experienced authors do. Some options to consider would be freelance writing, working in newspapers or being an editor in publications or public organisations. Usually, these jobs would require excellent writing skills. If you're confident, send some samples. In the case of an editor, previous work experience along with a graduate degree should work.

Freelancing offers a ton of benefits and flexible work hours, perfect for the old souls who prefer staying indoors. Public organisations, newspapers and magazines always welcome quality writing for their publications, which can also be a viable career option for more experienced writers. Usually, the positions of editor or sub-editor can be occupied by a professional writer with years of experience in the required field, and can also work as a mentor to younger writers and publishers in the department.

The salary range of such writing jobs varies quite a lot, being mostly dependent on experience and paper circulation. The salary of an editor ranges between Tk. 30,000 to 70,000 with increasing promotion and responsibilities whereas a sub-editor usually makes between Tk. 20,000 to 30,000. As for freelancing, writers are paid on an article basis, unless a specific contract has been drawn up by the client. Each article typically ranges from Tk. 1,000 to 2,500.

If you're past your prime yet want to hone the craft of writing, it is never too late. You can always read up newspapers and famous English novels to pick up your own style of writing, and send in opinion pieces and editorials to newspapers based on your experience in your field. Practice makes perfect, no matter how old you are.

## TEACHER

Teaching is a noble profession, and

there is no age barrier to it figuratively. Our country's retirement age for public university teachers is 65 years. But many teachers move on to private universities as professors and consultants and can remain as adjunct faculty, which is a common practice in Bangladesh.

The salary range of university professors is around Tk. 40,000 to 60,000. A university professor must have a doctoral degree in the field they want to teach. In the case of adjunct faculty, universities look for professors with experience in teaching before along with the above-mentioned degree.

Moreover, elderly citizens can go on to manage schools, colleges or educational institutions. To become a principal, one needs a bachelor's degree along with

work achievements. Positions like these usually prefer graduate degrees. They also must have good communication skills. Base salary usually starts at around Tk. 50,000, varying from sector to sector.

## MANAGEMENT ROLES

Many companies look for older citizens with work experience and skill sets for their management roles. In our country, this is a common practice. Our culture and precedence provide elderly citizens with an advantage in managerial positions. Even if they are retired, many private companies and organisations hire elderly citizens for these roles.

The requirements for management roles are the same as consultant roles. They too demand experience, corporate

*Is it sensible to switch careers at an older age?* Switching a career at any age is difficult. Sometimes our work doesn't give us happiness anymore, and it is normal. However, when those feelings are constant, that is the time to reconsider. And that decision is already the first step itself.

It seems more difficult for older people to make a career change, but it is wrong. Their previous years of work have only added value to their experience and skillset. There will be changes in roles, management, and finance, and one needs to adapt. It takes time to learn and adjust to any new position.

*Is it possible to get jobs abroad at an older age?*



ILLUSTRATION: ZARIF FAIAZ

B. Ed. Or its equivalent degree from a recognised university. One also needs to have 12 years of experience in teaching or administration. Being a teacher, even at the school level, usually requires an equivalent degree in the relevant subject.

## CONSULTANT

Elderly citizens thrive as consultants. Many companies look for consultants to guide them through specific issues and transitions. Elderly citizens, through their years of work and experience, prove valuable during that time. Consultation in IT, graphic designing, architecture, software management, environmental science and even politics are frequently sought-after professions. Usually, for these jobs, the older, the better.

For an entry-level consultant, one needs to have a Bachelor's degree. When companies hire older citizens, they do it to gain the valuable insights they gained during their work tenure. They look for their previous corporate positions and

achievements and graduate degrees. For this type of role, the person needs to show leadership and communication quality. The salary depends on the position as well, though can start from Tk. 60,000.

## OTHER OPTIONS

Aside from the previously mentioned occupations, there are odd jobs that many elderly citizens might opt to do. Working as a waiter or greeter at restaurants usually doesn't require a lot of experience, but someone with prior experience with public socialising should fit such jobs just fine. Those with enough experience managing a team of workers can also oversee the management of restaurants or cafes.

Those who don't want to physically exert themselves too much can find work as cashiers in supermarkets and restaurants. Similarly, odd jobs at movie theatres and convenience stores are always an option if you want to keep yourself active at an older age.

It definitely is possible to get jobs abroad in your old age. Actually, there are more options for jobs and opportunities abroad for older people than in Bangladesh. One can do any position with the right skills at their hand. The most common jobs include driver, retail worker, childcare, administrative assistant etc. All of these jobs start at a rate of \$10/hour.

The most important thing about working abroad is that there are no social factors related. One can take on any job they like, which they can't often do in our country. Many people in our country are unwilling to give jobs to older people, and they are discriminated against according to their age without looking at their skills and capability. Moreover, physical labour is strictly prohibited for elderly citizens in our country, owing to limitations. This makes moving abroad for jobs a worthwhile option for elderly citizens who can afford the shift.

# How to make the most out of your new smartwatch

ESRAT SADIA

While finding the perfect smart wrist-wear with the right features, design, price and specs can be onerous, deciding how to make the most out of new smartwatches is even more challenging. Recently, smartwatches have been making far-reaching changes in the electronic gadget industry - gaining traction and creating a long-lasting craze amongst fans from different demographics.

With unique and distinctive features, user-friendly interface, attractive designs, GPS tracking, music options, voice commands, fitness tracking, real-time notification alert and many other personalised options, smartwatches can

and phones to smart appliances, you can control just about everything with simple voice commands. You can mute other devices and get silent notifications as well from your smart wear. Activating this feature will let you work in a proceeding without getting interrupted. Find misplaced devices

If your device is misplaced or stolen but is still connected to Wi-Fi you can find your device without having to make someone call you. Install the Find My device App to utilise this feature. Make mobile payments

These days people prefer shopping from stores without carrying cash -

notifications from specific apps, etc. App recommendations for smart wears

Whether you want to track your diet, increase your fluid intake, record audio, measure your running time, upgrade your lifestyle with new features or simply decrease interactions with your phone, there are several apps to enhance your overall experience with your smart wear. Lifesum

Lifesum is a digital self-care app that can come in handy in creating the perfect diet plan, following the plans, offering essential tips and tricks and countering calories for better health. It is an app with an easy-to-use interface, which ensures making the best use of it with the lowest effort. It is convenient to import and export data by simply integrating it with smart wear.

#### STRAVA

Strava allows users to track several activities, including walking, running, treadmill jogging, indoor and outdoor cycling, skiing, hiking, and others. The app integrated with the watch gives users real-time data about speed, pace, average pace, location, heart rate and other metrics.

#### KOMOOTEASY VOICE

RECORDERMYWEAR FILE EXPLORER Komoot helps create and customise the perfect route for any sort of outdoor activity. While walking, running, and hiking users can get real-time data including distance, trails, surface, points of interest, or even difficulty level. Users can also share their experiences with other Komoot community members.

Easy Voice Recorder is an app for recording, viewing and playing large audio files while on the go. With the free version, users can record in high-quality and wear OS support. However, to access other features including record editor, Bluetooth recording and volume boost, users need the paid Pro version.

myWear File Explorer lets users view and manage their files or folders, move data, and rename or delete them without reaching for the phone. The app supports images, PDF documents and text documents and lets them move files between their phone and smart wear. They can pair this app with other media player apps as well.

#### OTHER APPS

Aside from these, you can also use Weather Time for Wear app as advanced weather radar, Navcasts to listen to podcasts on your smart wear, Water Drink Reminder app to drink water on time and Mr. Time to manage watch faces.

While many believe smart wear can't replace proper traditional wristwatches, it simply doesn't need to. If you are into an easy, organised and convenient lifestyle, why not join the smartwatch bandwagon and make the most out of it?



meet almost any technological demands. If you have just got hold of your new smart wear and are bewildered about getting the best out of it, we got you covered. Trips and tricks for efficient usage

The smartwatch technology has upgraded in no time at all - enriched with different features to meet user demands. However, if you are a new smartwatch user and do not know the right ways to make the best use of it, you are probably missing out on a lot of fun. Personalise watch faces

If you do not want to miss out on your close ones' birthdays or your doctor's appointments, your smart wear can help you. Users can organise their calendar events by customising the watch face using the layout subdials and selecting their preferred theme and style. Thus, your smartwatch can keep you notified at all times. Control other smart devices and get silent alerts

You can also control other smart electronic devices remotely with your smartwatch. Starting from lights, fans,

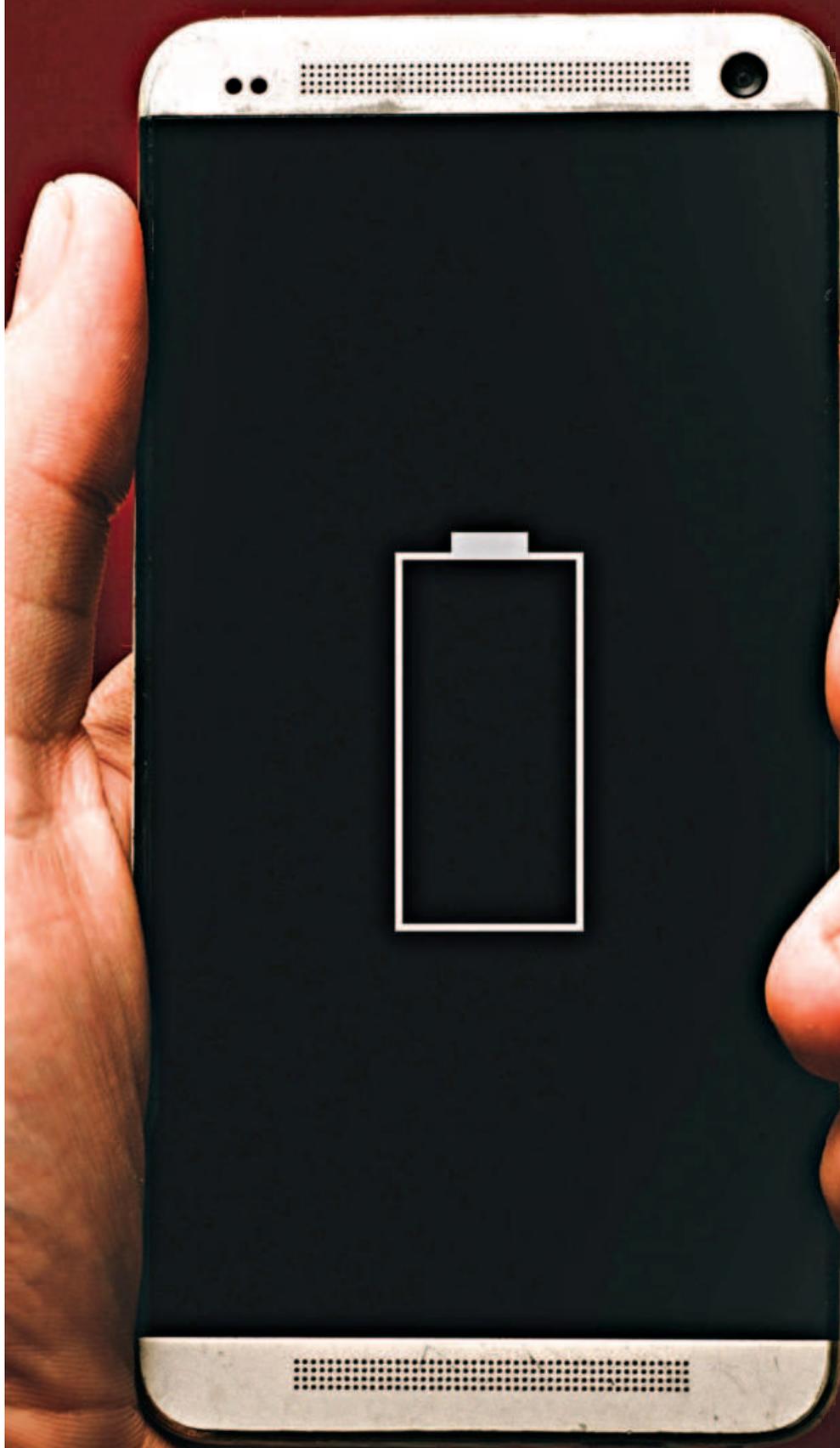
purchasing items and scanning their devices to make payments. Users can access this feature simply by loading money to a mobile device and installing a Pay app. Easy budgeting! Modify text replies

Due to its small display, it is not easy to reply back to text messages with smartwatches. However, users can set several default texts to respond to text messages. Thus, your texts will not remain unanswered during a meeting or presentation. Run music errands

Users can sync different audio devices to listen to their playlists with ease. By connecting headphones or speakers via Bluetooth and loading the SD card with the playlist, they can listen to music while doing other activities without carrying a phone.

Additionally, smartwatches also allow you to find and install new apps, get directions easily, pin most used or favourite apps, create workout goals, adjust settings to prolong battery life, change the keyboard, block

# 5 TIPS TO MAKE YOUR SMARTPHONE BATTERY LAST LONGER



Smartphones have become an essential part of our lives for quite a while now. But a smartphone is useful as long as its battery remains healthy and running. While many of us protect our phones with heavy cases, we seem to ignore putting any effort into protecting the battery lifespan of our smartphones.

While most smartphone batteries lose their effectiveness over time, there are certain things you can do to make sure that your phone battery stays in top condition. Here are 5 tips to make your smartphone battery last longer:

## Reduce brightness

Reducing the brightness of your smartphone display goes a long way in making your battery last longer. While the latest smartphones come with state-of-the-art displays and ensure significant brightness, they tend to put a lot of pressure on the battery. Unless you use your smartphone in outdoor settings, you can reduce the brightness without putting a dent in the performance of your device.

Moreover, switching to Dark Mode, i.e. changing the background of your phone screen from white to black, can save more battery life. Using the Dark Mode is more effective in low light, as it puts less pressure on your eyes. Hence, adjusting the brightness levels on your smartphone can help you save a good amount of battery life in the long run.

## Turn vibration notifications off

The vibration feature on your smartphone is beneficial in many situations. It can be a handy tool in public settings where you need to remain discreet. While we understand the need to keep your phones on silent mode, it is advisable to keep the vibration notification switched off unless necessary to avoid harming your battery life. Your smartphone loses its effectiveness the more you use it, and vibrating notifications contribute to that process. Thus, keeping your vibration notifications switched off when possible is the best way to extend the longevity of your smartphone's battery.

It is often a common practice to leave your smartphone charging overnight, especially if it gets drained after an entire day's use. While waking up to a completely charged smartphone may seem like a great thing to start your day with, this habit could potentially shorten your battery lifespan. This is because once your phone is 100% charged, it will continue to charge the phone to keep its battery at 100%. The extra charging keeps the battery continuously and decays the Lithium-ion batteries, causing them to wear out over time. Moreover, completely charging your smartphone causes heat to build up over time, which causes more harm than good.

## Make use of power/battery saver mode

Most modern smartphones come equipped with built-in battery saver modes. These can be manually activated when the device is low on power, but it is usually a smarter idea to have them automatically activated when the battery level is below 20%. These battery saver modes help reduce power consumption by closing power-hungry apps as well as background apps that may be draining battery life. In most phones, battery saver modes turn off certain notifications and reduce the screen brightness to limit power consumption further.

If you feel your phone loses power too fast, consider turning off background apps when they are not in use, or simply use the battery saver mode. While you can still use your phone perfectly fine, the lower power consumption will mean the device will perform at a slightly lower level. These modes also reduce stress on the phone battery's overall lifespan.

## Avoid excessive temperatures

Controlling the phone's temperature goes a long way in extending a phone's longevity. Not only do higher temperatures put more stress on the battery, but there is also the risk of irreplaceable internal damage.

A good way of controlling excessive temperatures in smartphones is to not leave them charged for a long time, especially when the device is fully charged. This means you shouldn't leave your phone charging under the pillow at night or plugged into a dashboard on a hot day.

As mentioned earlier, charging your phone overnight or up to the maximum limit of 100% is bad for its health, but doing so also leads to rising temperatures that may be difficult to control. Fast charging your phone for a long time can cause similar problems, as high amounts of voltages run the risk of increasing the temperature of the phone and potentially damaging it.

# How to create an effective pitch deck

A presentation that entrepreneurs create while looking for a round of funding from investors is known as a pitch deck. Pitch decks typically have no more than 19 slides.

Investors spend, on average, 3 minutes and 44 seconds on each pitch deck, according to research by DocSend. According to their analysis, which examined 200 pitch decks, investors spent the most time looking at the financials, team, and competition-related slides.

So, for an effective pitch deck that grabs attention, these are the main slides you should include in your presentation: the Problem, the Solution, the Market(s), the Product, Traction, the Team, Competition(s), Financials, the Amount being raised.

## Problem

You should be able to describe the market need you are serving on the slide describing the issue. People should be able to relate to this dilemma as being painful, and investors should have no trouble comprehending it.

Additionally, you should only be solving one issue, rather than multiple. To address a recognized problem, you must come across as someone who is committed and persistent.

## Solution

The answer must be succinct and crystal clear. Your solution needs to be scalable, especially if you're a software startup. The capacity of a system to raise its overall output under an increased load when resources are added is known as scalability. Investors essentially want to see this. A business they can invest in to accelerate the wheel's rotation

It also makes sense to explain why the solution makes sense at this time. As you may already be aware, timing is key in business, and being at the correct historical moment is what matters most. The major reason for a startup's failure can be that it entered the market too soon



or too late.

Avoid saying things like "you are the only one doing this, you are the leader," etc.

## Market

Keep in mind that a market with less than \$1 billion in annual revenue may not be all that appealing to a company investor. This is mostly due to the fact that these investors are looking for investment possibilities that might yield a 10x return over the course of 5 to 7 years.

Ultimate investors, and particularly institutional investors, search for businesses that have the ability to fundamentally alter how consumers engage with a market, in addition to transforming or disrupting their industry.

Graph the market's historical growth and projected future growth on this slide so that investors may estimate the probable gain and return on investment. Ensure that your references come from scientific papers.

## Product

Showing screenshots of your product in

use is the main focus of this slide. You might want to add a description of the product itself and a few quotes from some of your current customers expressing how much they adore your product to make it even more impactful.

## Traction

This slide needs to demonstrate the company's month-over-month growth (e.g. revenue, metrics, etc). The famous hockey stick that investors demand to see on every pitch deck they review can be included on this slide.

Consider avoiding this slide if you are at a very early stage or if your growth is not particularly interesting.

## Team

One of the most significant slides in any pitch deck is likely the team. The investor is interested in finding out who is in charge and what makes them so special in terms of carrying out the mission and vision. Be aware that at least 100 other people have had the same thought as you. Due to this, 10% of execution comes from ideas, and 90% comes from planning.

The leadership team's members should only be briefly described on the team slide for the best results (ideally co-founders). List the two or three accomplishments of each member in bullet points. Ideally, they would be connected to the business that is looking for funding.

## Competition

A diagram of the competitors you have operating in your market is a good idea to show the investor how you compare to them and how your value proposition performs. You want to stand out from the competition so that the person looking at the slide understands what makes your business so special.

## Financials

Typically, you want to aim for projections that are out for at least three years.

Although projections are a gamble when working with startups, they do give you a good idea of where the company is going and what might happen. It also gives the investor a good idea of how well-grounded the company's management is.

Additionally, you should have your financials prepared in Excel format because investors might ask to see them after looking over your pitch deck. You do not need to go into great detail about the deck because of this. You only need to offer a summary.

## Amount being raised

Don't mention the exact amount you are raising. Consider setting a range between \$3 million and \$5 million, for instance, if your goal is to raise \$5 million. Companies are restricted in the amount of money they can invest, so if you include \$5 million in your pitch deck but the company is only allowed to invest up to \$3 million, they are likely to reject it. You also include these companies by including the range from \$3 million to \$5 million on the raise amount. Since you want to appeal to as many potential targets as possible, use ranges rather than precise amounts.

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