Future Founders Lab:
Pitch Deck Builder Workshop

—

(registered in Singapore as DevsCorp PTE LTD.)

M Furqan Karim • 24.07.2025

Our Story: Why we started YPay in the first place?

Computer Science graduates started solving a problem they personally faced

IBM

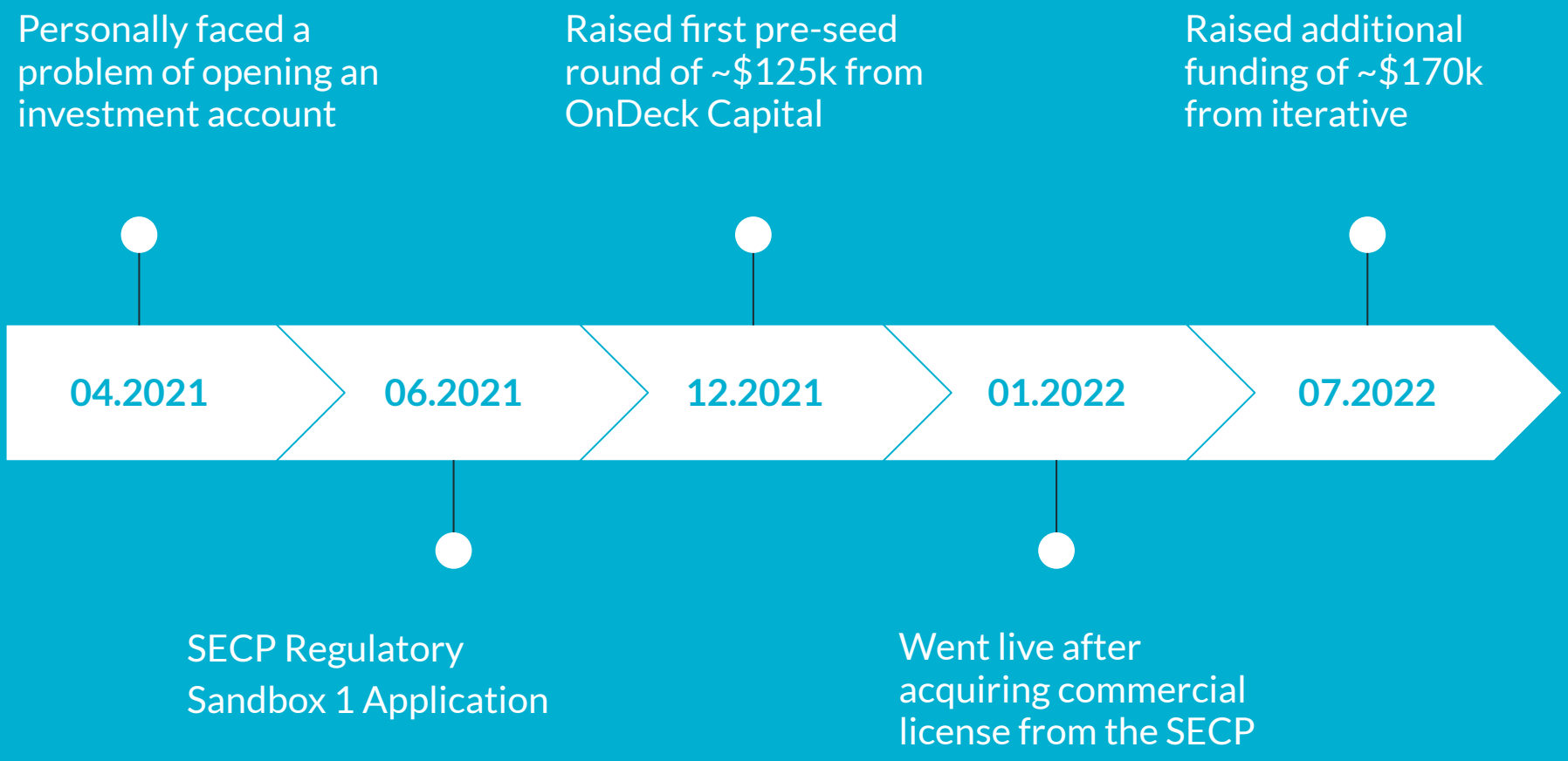
Stanford University

Deloitte.

iterative

HABIB UNIVERSITY 2014

ondeck®


Personally faced a problem of opening an investment account
Raised first pre-seed round of ~$125k from OnDeck Capital
Raised additional funding of ~$170k from iterative
04.2021
06.2021
12.2021
01.2022
07.2022
SECP Regulatory Sandbox 1 Application
Went live after acquiring commercial license from the SECP

Startup vs Traditional Business

Important Components of an Investor Pitch Deck

3-5 minutes pitch deck:

- Problem Slide
- Customer Validation & Research
- Solution Slide
- USP/Competitive Edge
- Early Traction & Validation
- Market Sizing
- Business Model
- Go-to-Market Strategy
- Team
- Ask

Example Pitch Deck
(to understand what goes in each slide)

SHIFTLEFT.AI

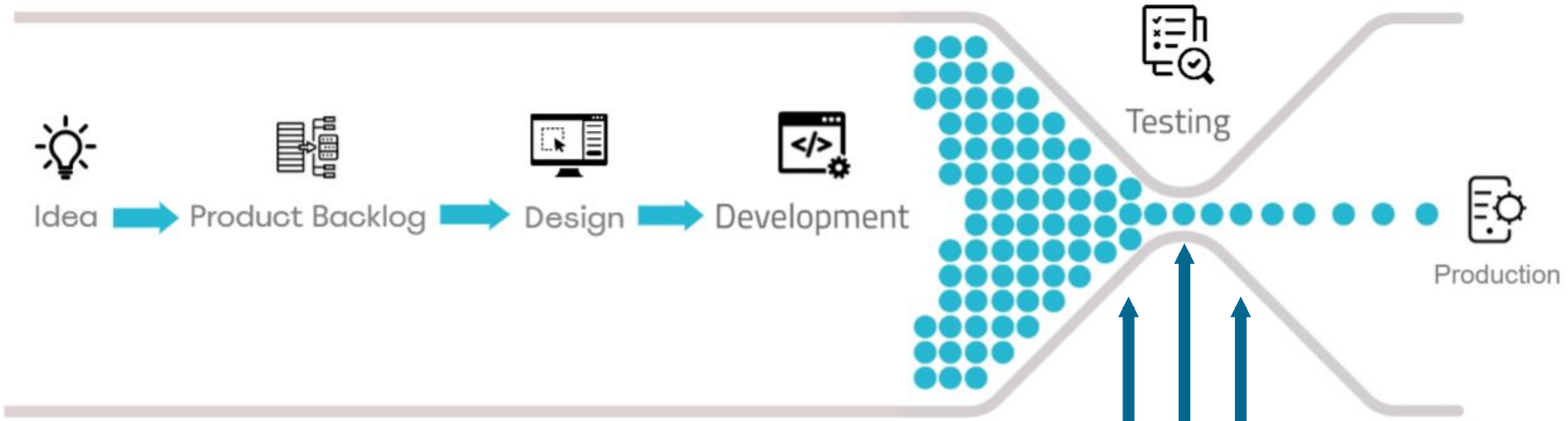
AI Driven Testing to Accelerate Software Delivery

Problem

Despite **$40Bn Annual Spend**, Software Testing Remains a Major **Bottleneck in Delivery**

$20Bn/year Lost in Profits
Due to App Failures and Rework Costs

Problem



52% of Projects Exceed Deadlines Due to Testing Delays

Over **80%** of testing is still performed manually

Testers spend 31% of their time on false positives and maintenance

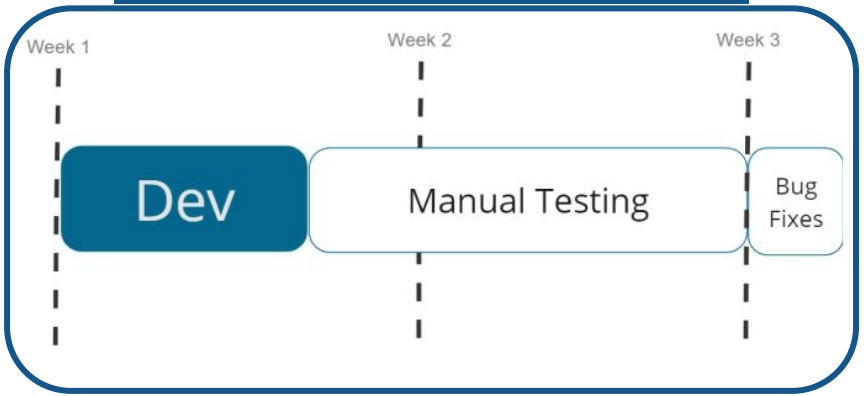
Solution

SHIFTLEFT.AI

Enhancing Software Testing
From Manual Testing to Automated AI Solutions

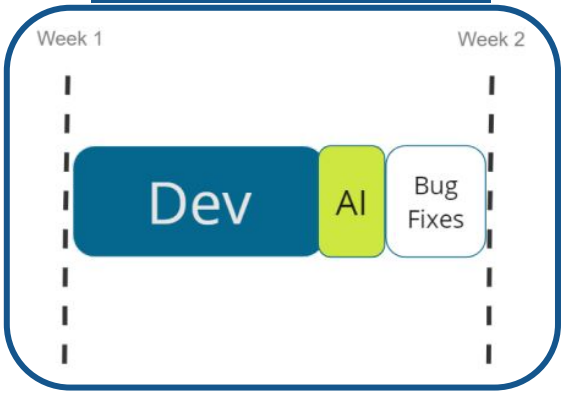
Solution

Standard manual testing



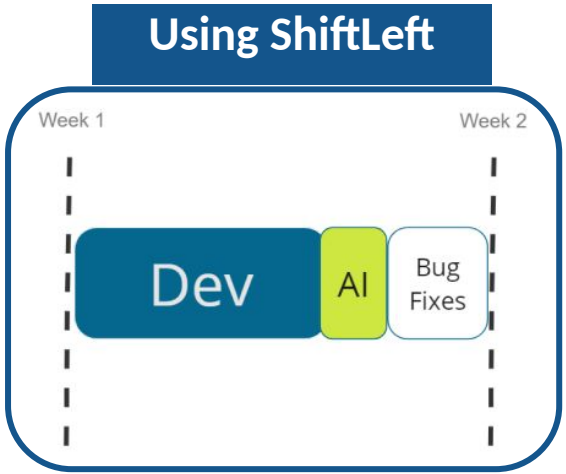
Time to test	Costs	Test Coverage
2 weeks per release	2 weeks x 4 engineers	~40%-50%

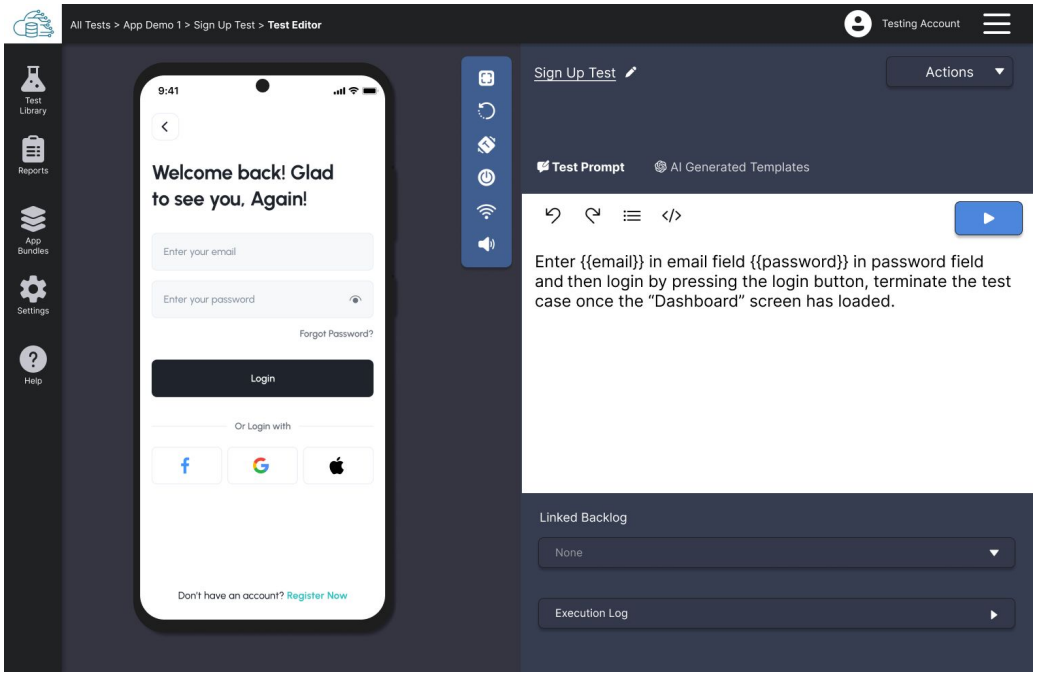
Using ShiftLeft



Time to test	Costs	Test Coverage
1-2 days	2 days x 1 engineer	95%-100%

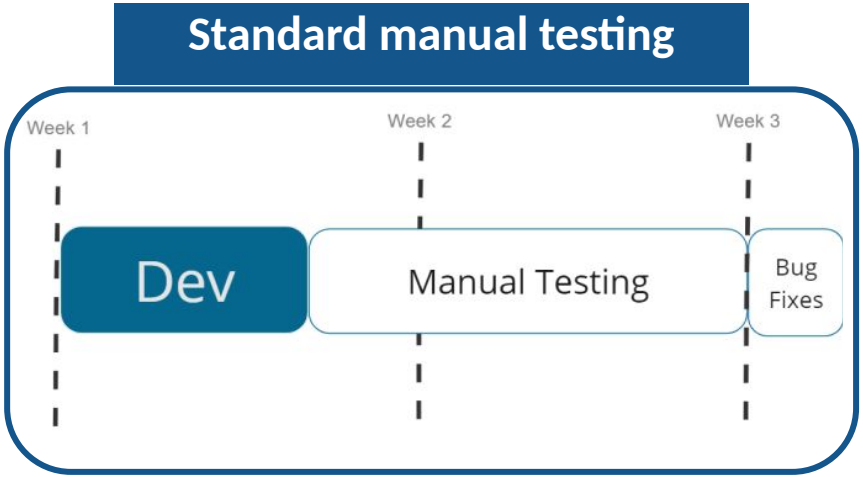
The ShiftLeft.ai solution

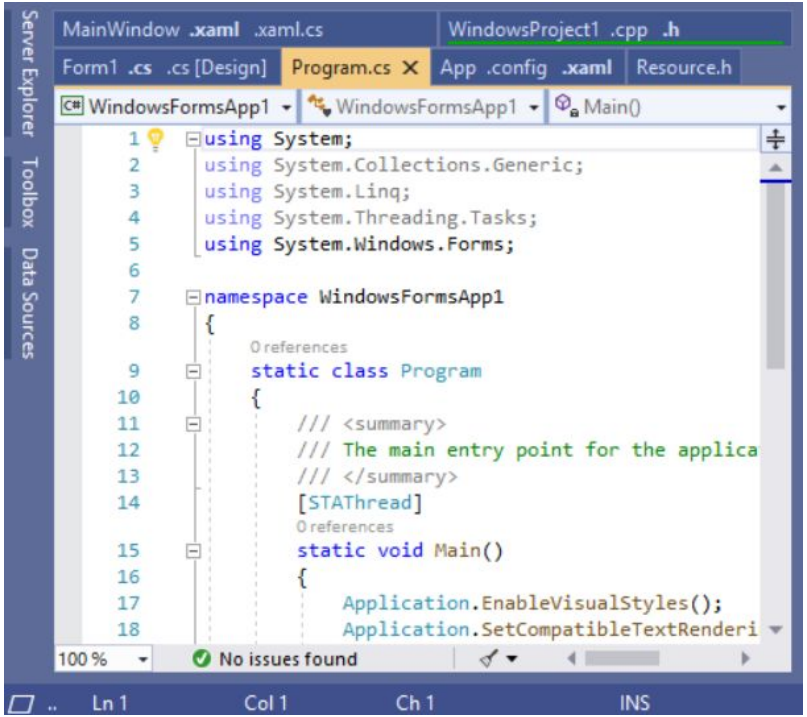




Accelerate Testing with Natural Language Test Generation

Existing solutions





Business model

Product releases per year
10-12

Test cases per release
3000-3500

Our pricing model
$0.20/test case run

Expected revenue per user
~$6400/annum

Pay-As-You-Go Model for Startups and Scaleups

Total monthly revenue per user

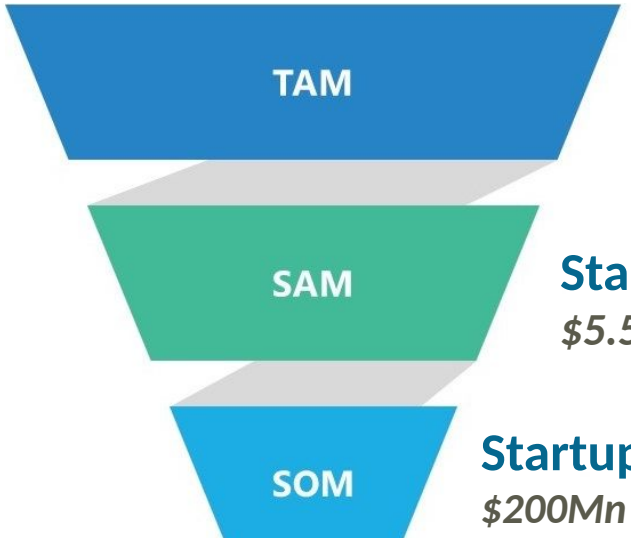
ARPU
~$533/month

+

Fixed Monthly Retainer
$9.99/month

Market

Global automation testing market is projected to reach $70Bn by 2032 at 18.7% CAGR



Global Market
$17.71Bn *Market Globally*

Startups & SMEs
$5.5Bn *Market* (automation testing tools')

Startups & Scaleups (50-200 employees)
$200Mn *Market (3.5% of SAM)*

Go-To-Market

Three-Phase Experiment-Driven Strategy

Phase 1: Product Development & Market Validation

(Month 1 - Month 3)

- 5 POCs (Private Beta)
- Surveys + Interviews + Beta Waitlist
- Planned LinkedIn Tech Guru campaign

Phase 2: Search for PMF & Scalable Growth Strategies

(Month 4 - Month 6)

- Public Beta
- Converting Waitlist clients
- Partnering with Testing Services Firms

Phase 3: Scaling the Business

(Month 7 onwards)

- Commercial version (Self-Serve)
- Cold Sales Outreach & Paid Ads
- Referrals (PLG), Testimonials & Content

Traction

Demonstrating Early Success

Beta Users **Ready to Convert to Paying Customers**

GreenSign

FOCUSYNC

We have already received **interest from 50+ teams**

Early users are loving our product

"[ShiftLeft.ai] has revolutionized our software testing approach,
cutting our regression testing time by 75%"

InvoiceMate
by mate.finance

"[ShiftLeft.ai] is transforming our testing processes,
reducing test generation times by 50%"

FOCUSYNC

"Integration into our testing pipeline, streamlining our processes and
decreasing test writing duration by 50%"

retailo

Team

Sarfraz S. | CEO

Led initiatives from concept to market

Previously founded a fintech venture

Azhar S. | CTO

Founding Member at Careem

Early Team Member at SS&C Primatics

Furqan K. | CGO

Growth Lead at US Mobile

Founded and exited a fintech startup

Our ask

$500K

to launch our commercial version

Runway for 12 month

1st Phase | Launch Closed Beta

2nd Phase | Launch Public Beta

3rd Phase | Launch Commercial Version

Business Development (40%)

Scaling user base to 150+ users ($1Mn ARR) in the next 12 months

Product Development (45%)

POC and Production MVP Development

R&D Expenses (15%)

Optimizing solutions on our platform

Contact us

You've heard from us.

we want to hear from **you.**

https://getshiftleft.ai

founders@getshiftleft.ai

+1 202.640.2033

Join us

to **accelerate software testing for startups and scale-ups**

Do's & Don'ts of Investor Pitch Deck:

Do:

- Show deep understanding & unique insights about the problem that you're solving
  - Target Audience - Tell about your niche audience for the initial phases
  - Market Sizing - Adopt Bottom-up approach while sizing the market
  - Show domain expertise (or) personal experience with the problem to show connection with the problem/space
- Include your team's strengths and solution's competitive edge
- Show early traction results - any traction is good than no traction/validation

Do’s & Don’ts of Investor Pitch Deck:

Don’t:

- A pitch deck with a lot of technical jargon which is not understandable by a layman
- A pitch deck with too much details about the solution/product
- A pitch deck with no customer validation results
- A pitch deck with no early traction results
- A pitch deck with no connection of the founding team with the problem/space
- A pitch deck with no clear GTM strategy
- A pitch deck with general target audience
- A pitch deck with unreasonable ask

Why storytelling is important for your venture building?

Let’s do a final (story-telling) activity for your next venture!

Activity Instructions

Group of 4 to 6 (2 minutes to pitch your venture)

- What problem does your startup solve?
  - Target Audience
  - Market Size
  - Domain Expertise (or) Personal Experience with the problem
- What's your solution & business/revenue model?
- Your Go-to-Market strategy for acquiring first 100 users?

Conclusion: Key Takeaways, Q&A

Key Takeaways

Things to remember while launching your next venture:

- Understand the problem in depth you are passionate about:
  - Target Audience
  - Market Size
  - Domain Expertise (or) Personal Experience with the problem
- Why now?
- What's your business model?
- What are the regulatory requirements to do this business?
- What are your key GTM strategies to acquire first set of users?

That’s all folks!

furqan@asftechpartners.com

furqan@ypayfinancial.com

+92-320-3039244