



Slide 1

Cover Page

The cover page should have your ***logo, business name and a strapline***. Your strapline should give insight into your company and be easy to remember, for example, "We are the Groupon for X."

Remember to include your **contact information** — you would be surprised how many people forget it. Especially if your deck was forwarded, it should be easy for a person to track you down.

Slide 2

Summary



- **Summarize all of the information** before you present it, and use this opportunity to get your **audience interested** in your company.
- Talk up the most interesting facts about your business, as well as any huge milestones you may have hit.

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Problem

You need to be able to **explain the problem** your concept is going to solve.

Further, you need to prove **why investors should care about** solving it with your product or service.

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Solution

This is the 'value proposition' you are bringing to the table.

It should solve the problem you just mentioned.

If you have a demo of your product, this is the time to show it.

Include any case studies to show that your product has worked for existing customers.

Slide 5

Marketing/Sales

You'll want to show the **market size** for your product.

This can include profiles of target customers, but be prepared to answer questions about the cost of acquiring these customers.

Not knowing this information is a red flag to investors.

If you already have sales, you can discuss your growth and forecast future revenue.

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Projections or Milestones

It is difficult to create financial projections for a startup.

If you don't have a long financial history, your **forecast** is really just an educated guess.

Instead, you should present the milestones that you've already reached. For instance, include that you acquired 1,000 customers by X date, that you have a partnership with company Y, that you signed a major customer or that you will be cash flow positive by Q3.

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Competition

Every business has competition even if you think you're offering something new and unique.

List your **competition and why your product/service is different** from their model.

If your competitors have been acquired, list acquisition prices and who acquired them.

Slide 8

Business Model

Every investor wants to get his money back, so it's important to tell them how you plan on generating **revenue**.

Show a list of the various **revenue streams** for your model and the timeline for each of them.

How will you **price your product** and what does your **competition charge**?

Slide 9

Financing

If you have already raised money, you will want to talk about how much, **who invested** and what you did with it.

If you have not raised money yet, talk about what you have accomplished with minimal funding.

If you have personally funded your startup, make it known.

Investors like to see entrepreneurs who have invested their own money.

If you're pitching to raise capital, list **how much you're looking to raise** and how you intend to use the funds.

Slide 10

Team

Investors are not only putting money toward your idea, they're investing in **your team**.

It's important they know the people who are going to make the concept successful.

Make sure to include your background too, and how it relates to your new company. Highlight any of your team's successful exits.

Investors like to see that you can take a company to acquisition.

If applicable, emphasize that your **team has worked together** in the past or for a long period of time. It shows you can and like to work together.

If you have any **important advisors**, list them, but make sure they know you're using their name.

Business model

- Business model is an explanation of how 'value' is created for customers

e.g.: A car company mobilizes an extensive supply network to bring together components and services and assemble them into a car which the customer values

A smartphone retailer shows how people can use their phones to communicate, entertain and personalise and we pay to rent the device

- A value proposition – what is valued?
- A target market – by whom?
- A supplier – Who?
- A set of activities – how?
- A representation of the value – how much?

Why use business models?

- **It provides a roadmap for how an innovation can create value.** It won't just happen. It needs a framework
- It provides a way of sharing the idea with others, making the business vision explicit
- This can be useful for entrepreneurs who are trying to pitch their ideas to venture capitalists or to innovation teams trying to win resources and support for an innovation project
- It offers a helpful checklist of areas to consider in making sure the idea and the route to creating value with it is well thought out.
- A business case without a business model is likely to be of limited impact

- A robust business model, like a good story, doesn't just happen
- It is shaped and developed in the process of telling and retelling
- The plot emerges, characters take shape, the scenery moves – and each time we tell it the story is refined and changed
- Explaining it to others gives us new insights about what to add or take away
- People ask questions or make suggestions which change the way the story unfolds the next time we tell it

Example business models

Example	Value Proposition	For whom?	By Whom?	Core activities to deliver that value
Razor blades	Shaving with a fresh sharp blade everytime instead of having to sharpen a razor	Men / Woman	Gillette	Design and development Manufacture and distribution of blades, advertising and marketing
Online banking	24/7 bank opening and ability to operate independent of physical banking offices	Customers who cannot access the physical banks	IT platforms, call centre staff other customer interfaces, back office systems and providers	Customer service and relationship management
Streaming music services (Spotify)	Rent a huge collection of music and have it available on many mobiles	Customers have access to large volume of music and have it	IT platforms, IP relationship with music providers	Access control, IT distribution and streaming Digital rights management (DRM)

Business model innovation

- Business model innovation is about creating new models or changing existing one to maximize the value created and return it to the organization which created it – capturing value
- Procter and Gamble changed its business model for R&D back in 1999, shifting away from the ‘closed’ innovation model which it had pioneered and used for over a hundred years and opening up new options with its connect and develop approach
- Rolls-Royce moved away from selling capital equipment to novel ways of offering the functions as part of a service package, many of its clients rent from the company
- Encyclopedia – Wikipedia
- Physical Retailing to Amazon and online

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Value Proposition

- Features of innovation that people will value over what is currently available
- What differentiates it?
- What is the unique selling point (USP)?
- Why hasn't someone already done this?

Target Market

- Think about the demand side
- Who is going to value this?
- Be very targeted.
- Need to think of the channel to reach those audience
- Online advertising? TV or point of sale adverts?
- Think of mechanisms you will use to interact with your customers
- Think how the value created in the business proposition is appreciated by the target market

How much investment are you looking for?

- Say how much money you need to raise to take the start up to the next level
- The resources we need to spend – time, energy, money – to create and deliver the offering
- The breakdown of the costs as percentages

- Leave your contact details as the last slide and ask any interested parties to contact you to discuss the business opportunity further
- Leave your USP at the bottom of this slide so that people can remember your product value proposition