

# Instructions

## Example pitch deck – Enterprise Fellowships

This is an example pitch deck suggesting topics you may want to include. You don't need to follow this format.

Make it a maximum of 10 slides long – including any cover slide.

Demonstrate the innovation, the market opportunity and business model, and whatever you deem necessary to best complement your application.

We recommend using pictures, charts, and infographics to show you understand how to communicate in a visually and engaging way.

Don't go smaller than font size 20.

Be succinct and make it understandable to people outside your sector.

If you can, show a picture of your tech/innovation/product.

# Problem

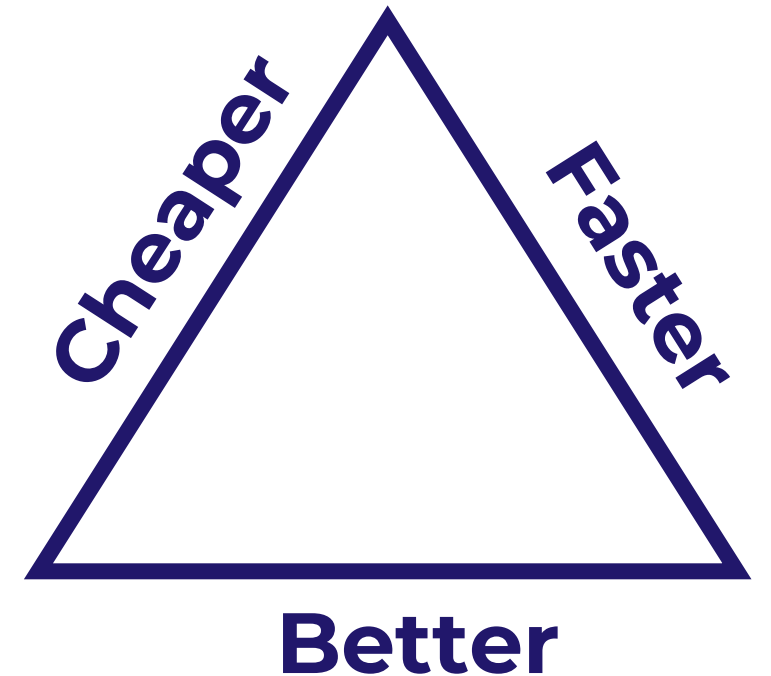
## What are you trying to fix / improve?

- Who is the customer?
- What 'need' is the customer trying to satisfy?
- What 'pain' do they experience?
- How big and frequent is the pain?
- Make it personal – tell a story

# Solution

## How effectively do you fix it.

- What is your solution to the customer's problem?
- How does it help avoid the 'pain'?
- How does it help achieve their goal?
- Why is it effective?
- How is it better than other solutions?
- How much better is it?
- Include photos of the product at work.



# Traction

**Other people saying your idea is good is much better than you telling us its good. What proof do you have that others think its good?**

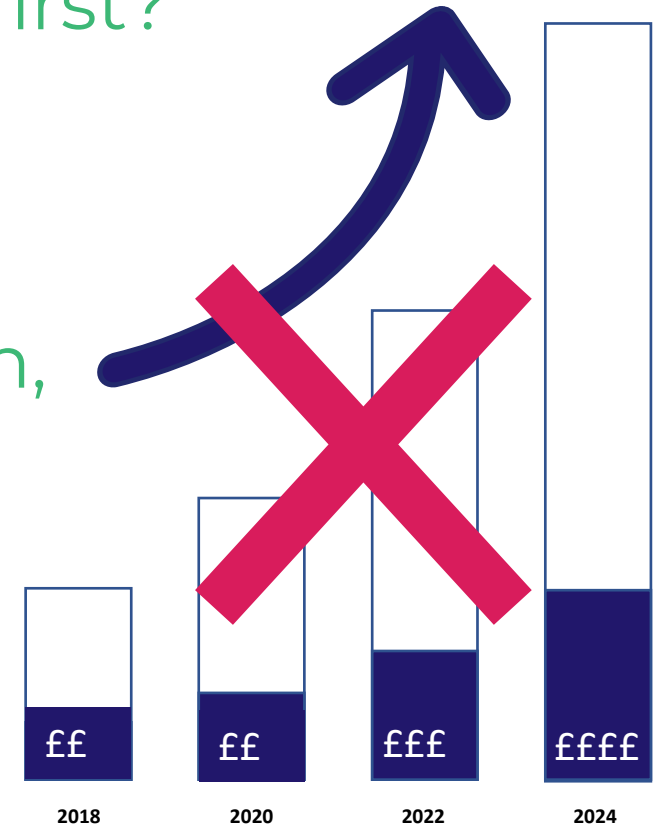
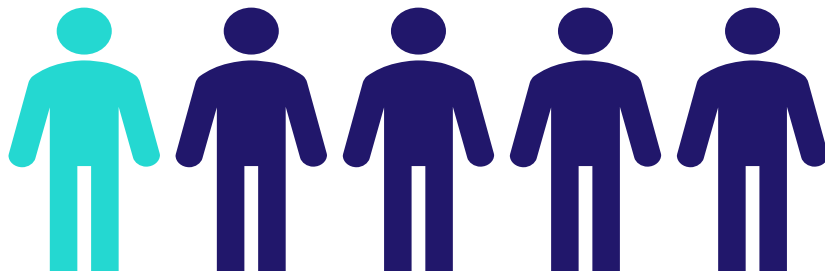
- Who have you spoken to?
- How did you meet them?
- What did they tell you?
- What did they do next?
- How much did they pay?
- Consider including an Investment Readiness Level diagram.
- Do you have any letters of intent to buy?



# Market opportunity

## Is there money in solving this?

- How large is the market? Is it growing?
- What market segment are you targeting first?
- Why that segment first?
- How will you reach them?
- What market will you target next?
- Avoid predicting rapid exponential growth, this is unlikely to happen.



# Business model (business model canvas)

## How will you generate revenue?

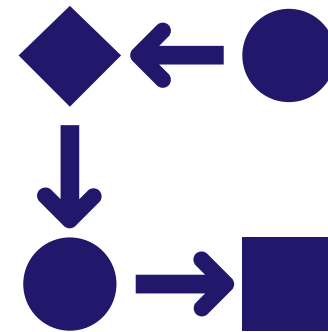
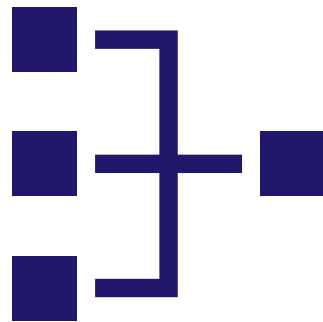
- Who pays, and why?
- Will you have more than one source of revenue?
- What is your pricing strategy?
- What channels will you use – how do you reach your customer?
- How will you scale (grow rapidly)?
- What resources and partnerships do you need for this plan?
- What are your key costs?



# Ecosystem diagram or value chain

Explain where you fit within the ecosystem? Note, the ecosystem does not revolve around your startup, don't put yourself in the middle – draw the ecosystem as is and explain where you will insert yourself.

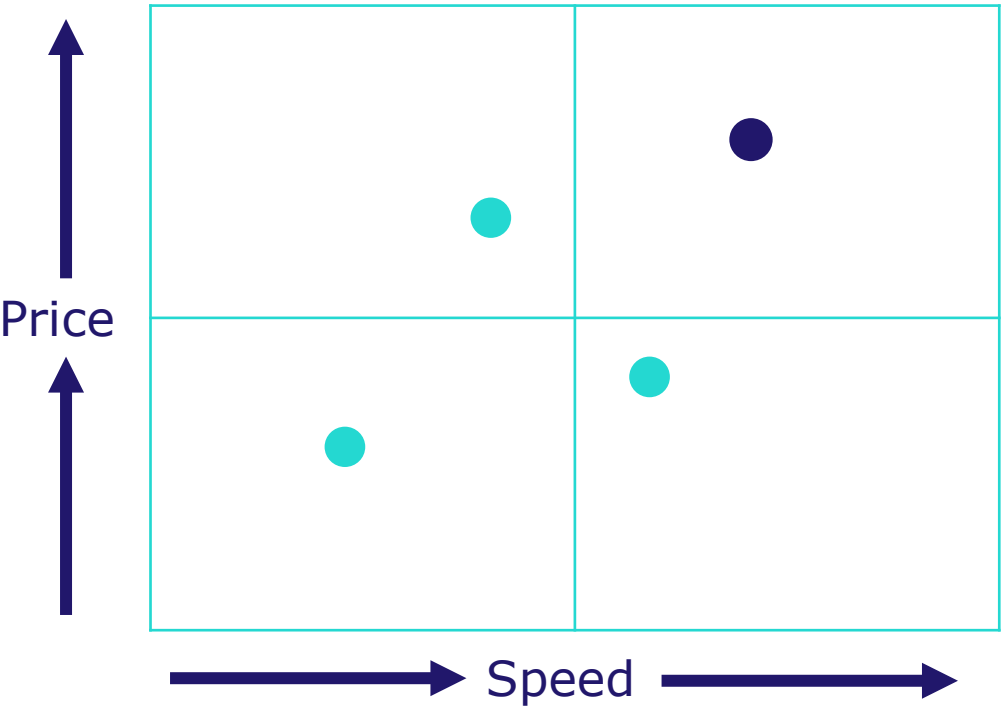
- How does value (data/info/material/product/people) flow between the parties?
- Quantify the flow of value.
- How does your product reach its end user?
- What are the threats (competitors) and opportunities (partners)?
- Where is it best to insert yourself into the system, why?



# Competition

## Show that you understand it.

- How is your IP protected?
- Who are your competitors?
- How is your product better/how does it compare? Your USP.
- What niche have you identified?

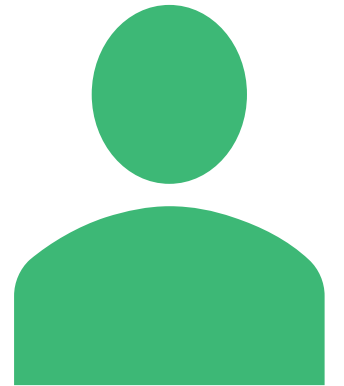
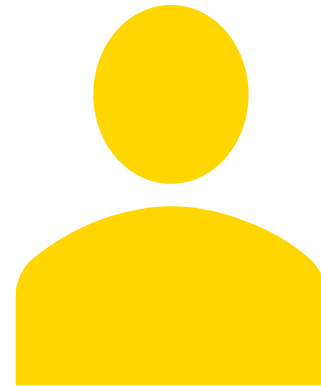
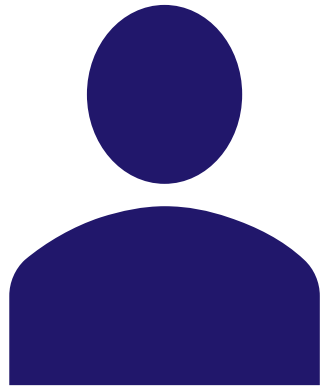
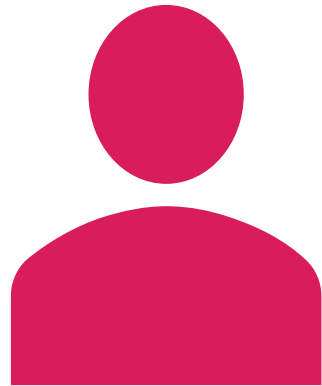
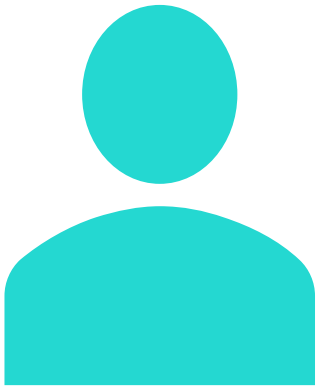


	You	Lead	Other
Speed	✓	✗	✓
Price	✓	✓	✗
Size	✓	✓	✓



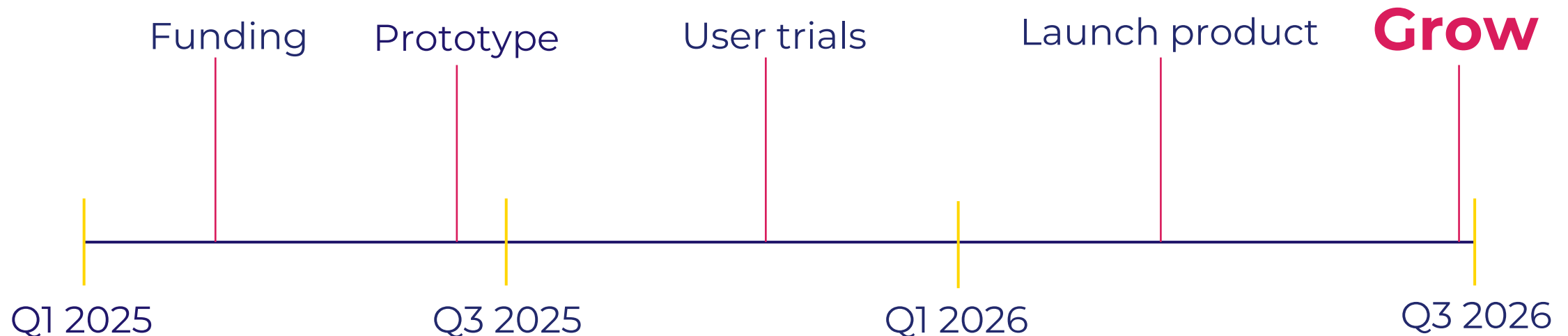
# Team

- Who is the team?
- What are their roles?
- What expertise do they each bring?
- What expertise are you lacking and how will you fix this?
- What roles do you need next?
- What is the culture / vision / motivation
- What is your approach to diversity and inclusion



# Timeline / investment

- What have you done so far?
- What are your next milestones?
- When will sales begin?
- What do you need to do to achieve them?
- Do you need funding what for?
- What is your long-term ambition?



# How it works / schematic

Optional 11<sup>th</sup> slide – how the tech works.

- Make it a technical diagram.
- Visuals not text.
- If its physical, include a photo of the product itself, even if its in a crude state.

