

# 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/style.

Max 10 slides long – including the cover slide if you have one.

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 make this a visually engaging presentation. Don't go smaller than font size 20. The application itself is text-heavy, this deck should be used for visuals.

Be succinct and make it understandable to people outside your sector. Not all reviewers are in your sector.

If you can, show a picture of your tech/innovation/product. If not, show the problem, or the impact the solution could have.

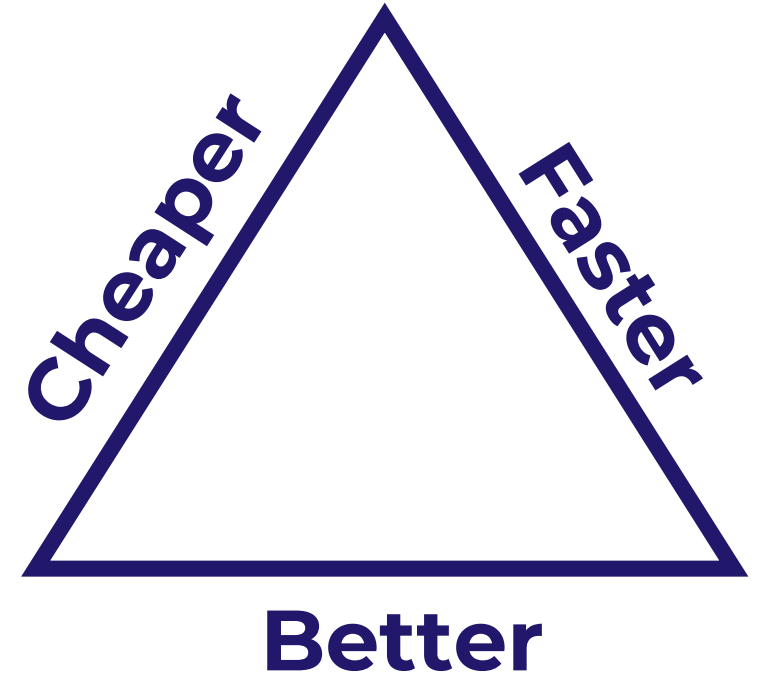
You may add an 11<sup>th</sup> slide **only** if it is a schematic / diagram / blueprint of the technology to explain how it works. (See question 23)

# Problem

- Make it personal – tell an engaging story
- Who is the customer?
- What ‘need’ is the customer trying to satisfy?
- What ‘pain’ do they experience?
- How big and frequent is the pain?
- Is this a ‘market pull’ or ‘technology push’

# Solution

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



# Traction

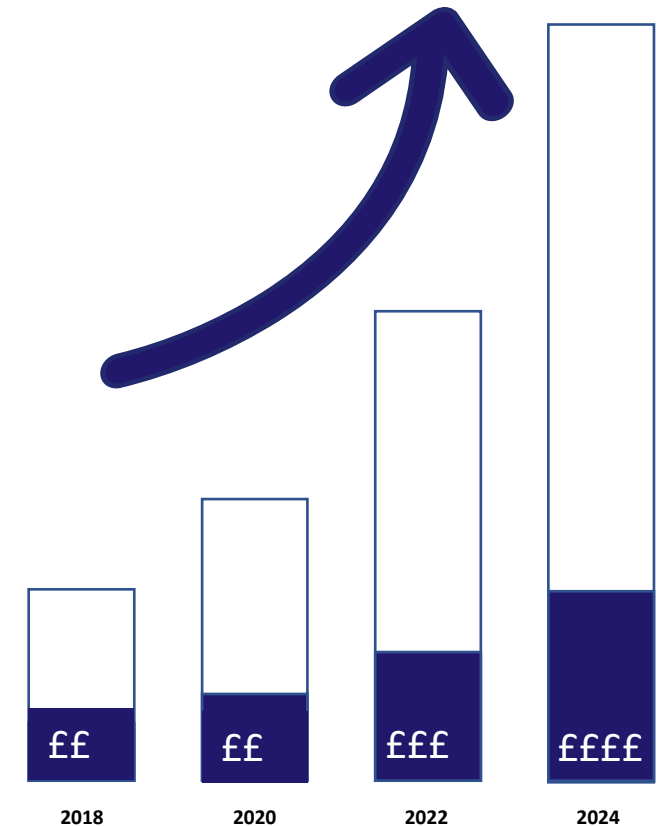
Other people saying your idea is good is much better than you telling us its good – what proof do you have that others think its good?

- 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?



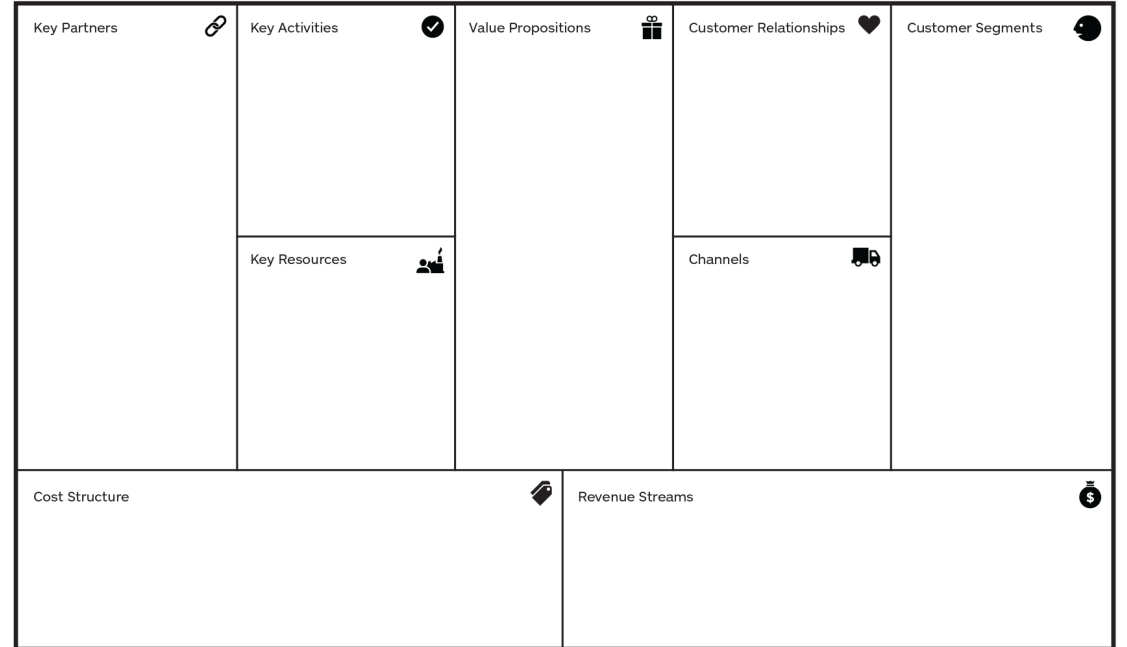
# Market opportunity

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



# Business model/business model canvas

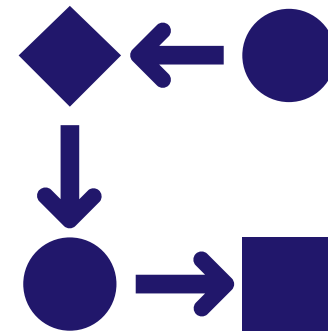
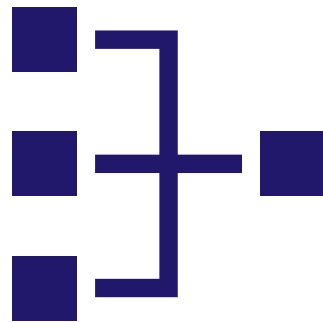
- How will you generate revenue?
- More than one source of revenue?
- What is your pricing strategy?
- Who are you targeting (B2B/B2C)
- What channels will you use?
- How will you scale?
- What resources and partnerships do you need for these sale and growth



# Supply chain/ecosystem/value chain

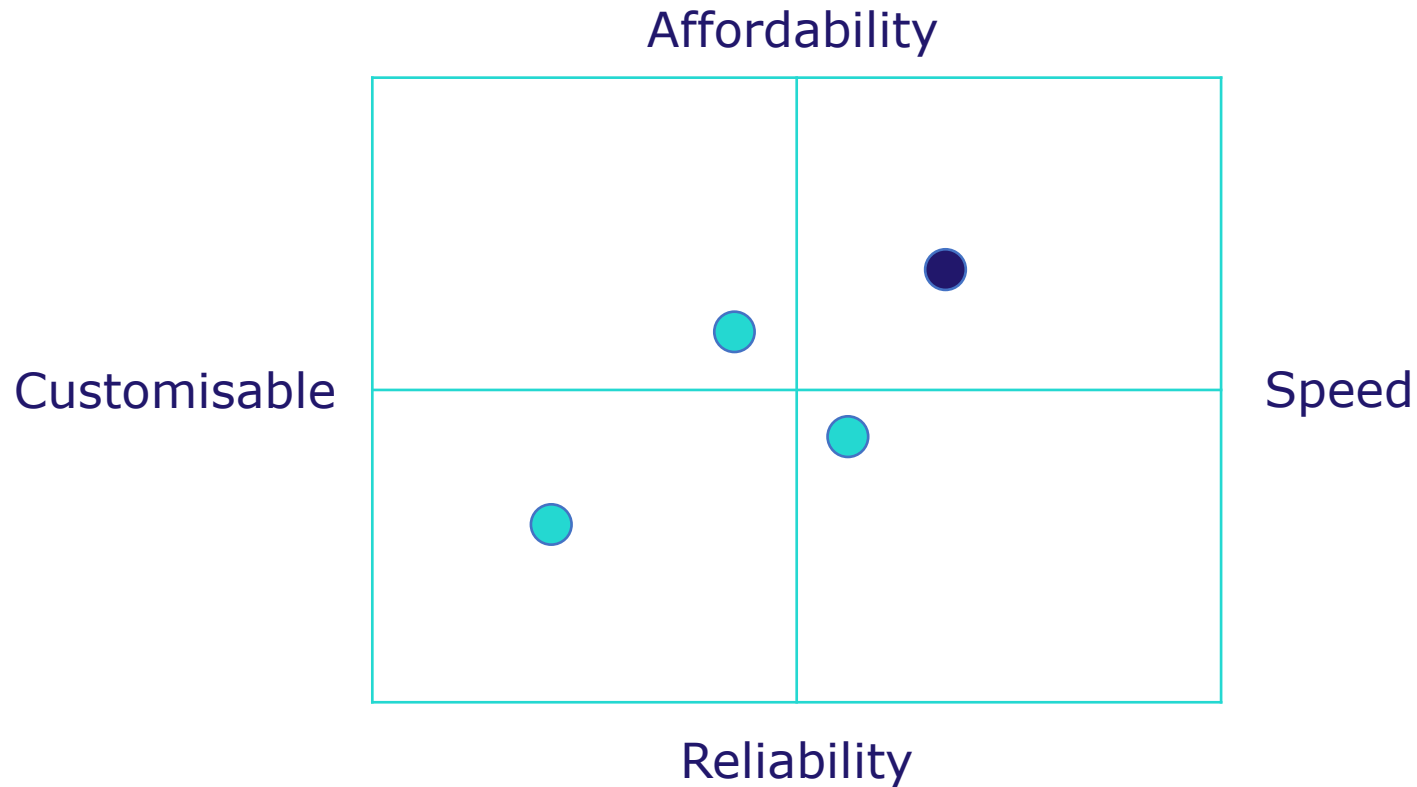
Use a diagram to explain where you fit within the ecosystem? Note, just like the sun does not revolve around the Earth, the ecosystem does not revolve around your startup.

- 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

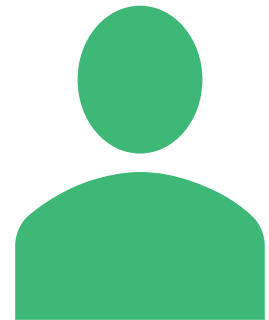
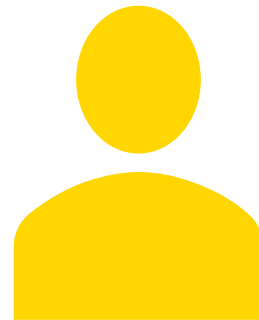
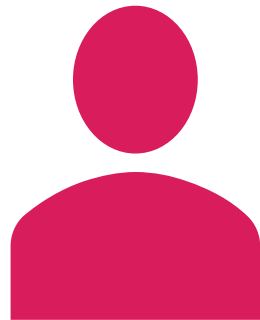
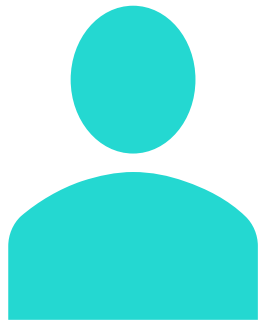
- How is your IP protected?
- Who are your competitors?
- How is your product better/how does it compare.
- What is your USP.
- What niche have you identified?





# 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 stage are you currently at?
- What are your next milestones?
- What do you need to do to achieve them?
- What will you use the funding for?
- What is your long-term ambition?
- When will sales begin?
- Consider Technology Readiness Levels and Investment Readiness levels

