



CTI Entrepreneurship

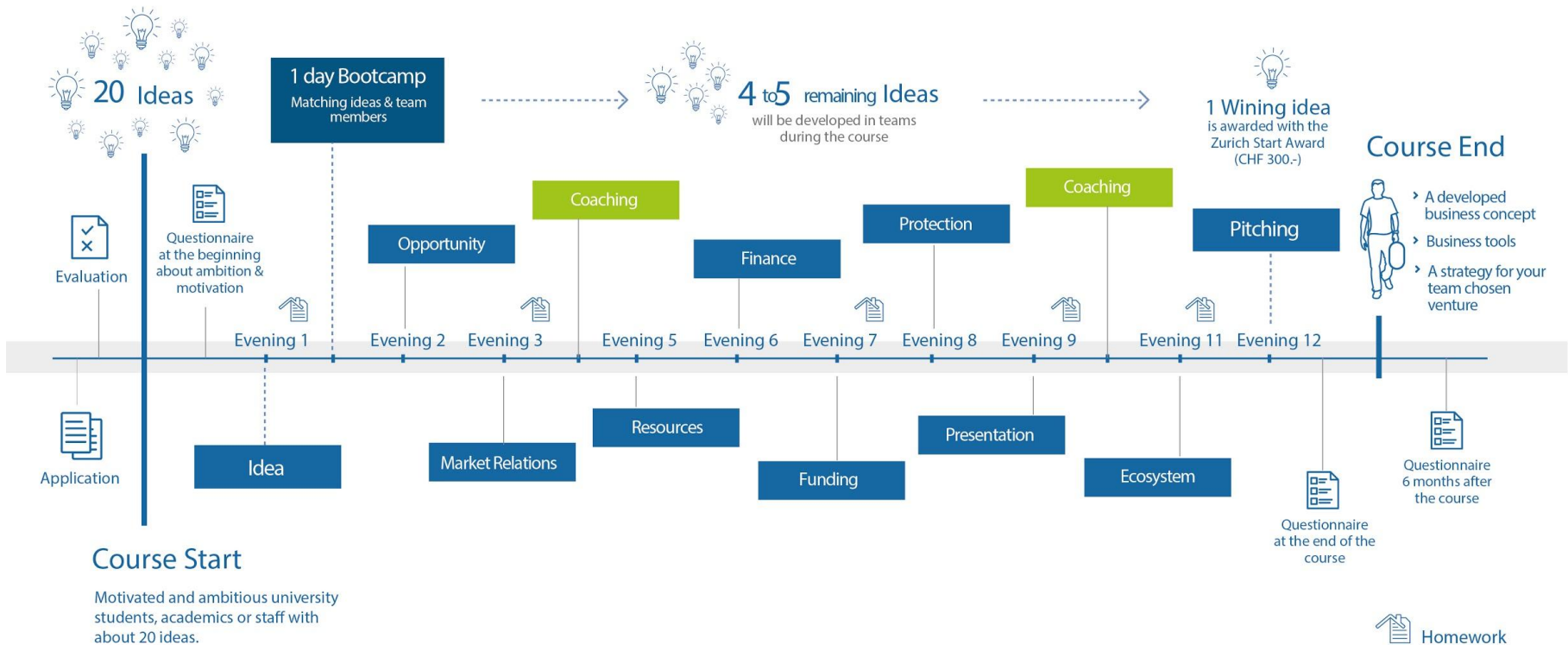
Business Conception

Week 9: Presentation

Module 2 - Business Concept

CTI Entrepreneurship Training Business Concept

Course Schedule



Course Structure

Week / Time	Hour 1		Hour 2		Hour 3		Hour 4		Deliverables
1 Idea	Welcome, Introduction		Entrepreneurial Acting and Thinking		Get to Know Each Other		Elevator Pitch Training, Wrap-Up		Elevator Pitch
1 Bootcamp	STARTUP CAMPUS Bootcamp								Ideas & Teams Chosen
2 Opportunity	From Idea to Opportunity		Work on Business Value Concept		Value Proposition Development		Group Presentations, Discussion, Wrap-Up		Business Value Concept, Value Proposition
3 Market Relations	Understanding your market	Market Positioning		Value Chain Analysis & Market Entry Strategy			Update Business Value Concept, Wrap-Up		Customer Segment, Positioning Map, Value Chain, Entry Strategy
4 Coaching (I)	Individual Coaching Sessions in Teams: Status Quo, Q&A, Roadmap								Review of Progress
5 Resources	Managing Yourself		Human Resources and Skills Matrix		Founding Your Business		Roadmap, Wrap-Up		Motivation & Expectation, Skill Matrix, Roadmap
6 Finance	Financial Planning	Forecasting Sales and Costs			Income Statement	Free Cash Flow / Liquidity / Break Even, Wrap-Up			Definition of Key Financial Forecasts and Statements
7 Funding	Introduction to funding		Types and Sources of Funding and How to Secure Investment		Funding Strategy and Funding Battleplan, Wrap-Up				Funding strategy and battleplan
8 Protection	Introduction to IP Protection		Identifying IP Needs	IP Strategy and Management		Checking Operating Freedom		Discussion and Wrap-Up	IP Canvas
9 Presentation	Introduction & review of online training		Standing in the shoes of your audience	How to structure an investor pitch		Developing a your final pitch, Wrap-Up			A Start-Up Pitch (presentation)
10 Coaching (II)	Individual Coaching Sessions in Teams: Status Quo, Q&A, Roadmap								Review of Progress
11 Ecosystem	STARTUP CAMPUS CONNECT EVENT								Contacts to Ecosystem
12 Pitching	Final Pitches & Jury Feedback						Course Evaluation & Closing		Jury Feedback and Certificates

Week 9: Presentation

WK	Topic	Trainer
1	Ideas	Lead Trainer
2	Opportunity	Lead Trainer
3	Market Relations	Lead Trainer
4	Coaching I	Lead Trainer
5	Resources	Lead Trainer
6	Finance	Lead Trainer
7	Funding	Lead Trainer
8	Protection	IP Trainer
9	Presentation	Lead Trainer
10	Coaching II	Lead Trainer
11	Ecosystem	TBC
12	Pitching	TBC



Learning Goals

The participants are able to:

1. Understand the basics of creating and delivering successful presentations
2. Convert their business concept into a convincing startup story
3. Persuasively present their startup story

Deliverables

1. An investor pitch (presentation pack)

(Usual Start Time: 17:00)

Week 9: Presentation - Agenda

Part One	Introduction & review of online training (30 mins)
Part Two	Standing in the shoes of your audience (30 mins)
Part Three	How to structure an investor pitch (50 mins)
BREAK	(20 mins)
Part Four	Developing your final pitch (1 hour 45 mins)
Part Five	Wrap-Up (~5 mins)

Week 9: Presentation - Agenda

Part One	Introduction & review of online training (20 mins)
Part Two	Standing in the shoes of your audience (45 mins)
Part Three	How to structure an investor pitch (45 mins)
BREAK	(20 mins)
Part Four	Developing your final pitch (1 hour 45 mins)
Part Five	Wrap-Up (~5 mins)

Review of online training (25 mins)

Objective:

- Identify key lessons from the online training, identify any gaps and share personal insights

Tasks:

1. Group discussion to identify:
 1. What was learnt; and,
 2. What gaps in knowledge still exist.
2. Sharing of personal insights from the online training and elsewhere

Activity Guide

Some questions to consider

- What are the biggest weaknesses in your pitching style and how will you address them?
- What do investors expect to see?
- Do you understand the investor journey & how to create a story for them?
- What is the hardest of the 7 rules for you to implement (simplicity/target/enthusiasm/etc)?
- Do you know where the gaps are in your pitch & how to address them?

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Part One	Introduction & review of online training (20 mins)
Part Two	Standing in the shoes of your audience (45 mins)
Part Three	How to structure an investor pitch (45 mins)
BREAK	(20 mins)
Part Four	Developing your final pitch (1 hour 45 mins)
Part Five	Wrap-Up (~5 mins)

Understand your audience's perspective (30 mins)

Objective:

- Understand your audience's perspective

Tasks:

1. Watch the two elevator pitches
2. At the end of each pitch, before the Q&As start, take on the role of the investor and share the questions you would ask with the class
3. Watch the Q&As and see what the real investors ask
4. Reflect on how the entrepreneurs respond to the questions.

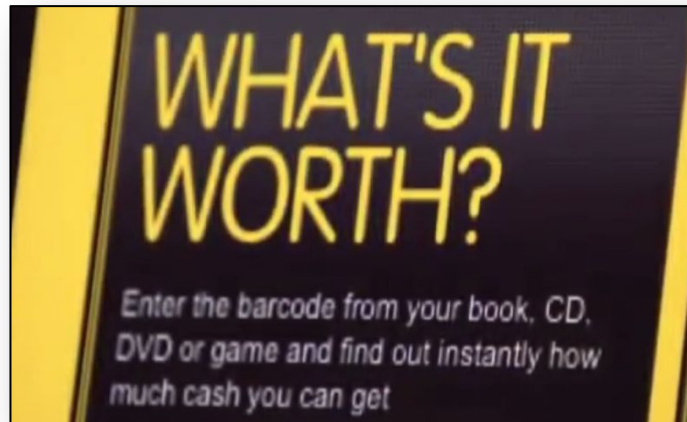
Activity Guide

Tips

- Think about what you have learnt from the online training about what an investor looks for in a pitch.
- What non-verbal signals do the entrepreneurs and investors communicate?
- Consider how you would answer the questions that are asked by the investors.
- How did the entrepreneurs do in the Q&A? What did they do well and what could they have done better?

What would you ask if it was your money they were asking for?

Zapper



Splash Maps (mins 30:40 – 39:30)



Week 9: Presentation - Agenda

Part One	Introduction & review of online training (20 mins)
Part Two	Standing in the shoes of your audience (45 mins)
Part Three	How to structure an investor pitch (45 mins)
BREAK	(20 mins)
Part Four	Developing your final pitch (1 hour 45 mins)
Part Five	Wrap-Up (~5 mins)

How to structure an investor pitch (50 mins)

Objective:

- Learn how to structure your pitch

Tasks:

1. Watch the film of a real Module 2 pitch from last year (Paws Up)
2. In parallel, review the recommended 10 slide structure that was the basis for the pitch
3. Identify areas that the team and presenter did well and areas for improvement

Activity Guide

Questions

- Is the right amount of information provided? Where are the gaps? Where is there too much detail?
- Is the story easy to follow?
- Is the information conveyed well (presenter style, visuals, etc)?
- Is the pitch convincing? What could be done to make it more convincing?
- What are the worst/best slides? Why?

The pitch structure and pitching canvas can be found on startup-accelerator.org

Lecture 1.4 Structuring your pitch: investor presentation Close

Quick summary

In this downloadable PDF we provide you with a recommended structure for an investor presentation, including advice and tips for what to include in each slide.

startup-accelerator-structuring-your-pitch.pdf 4 / 21

Is it needed, unique and defensible?

Source of Value

Potential of Value

How big and secure is the prize?

Realisation of Value

Is it doable and how would we do it?

Entrepreneurship Training
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University of Zurich, for Research and Entrepreneurship
Development

Example Pitch

(with thanks to Paws Up for their permission)

Paws Up



High resolution film: <https://vimeo.com/149849700>

Password: p@wsup88

Slide 0: Title Slide

**Our New
Company Logo**

“Our New Company”

“short description of what we do”

Meeting with Google Ventures – 1st April 2015

Bob Jones

Chief Executive Officer

bob.jones@ournewcompany.com

T: 077 434 24 24

Slide 1: The Problem

The Problem

*What is the problem that your team has identified?
What could be done better?*

1- Source of Value <i>(Is it needed, unique and defensible?)</i>	2 - Potential of Value <i>(How big and secure is the prize?)</i>	3 - Realisation of Value <i>(Is it doable and how would we do it?)</i>
The Problem <i>Is there an opportunity to do something better? What is the problem that your team has identified?</i>	The Market <i>How big is your target market? Who are the key customers? What are the market trends? Is the timing right?</i>	Plan <i>What steps must you take to establish your business as a profitable venture? What are the key milestones that will create value? What resources will you need? What are the critical next steps?</i>
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Tips and questions

1. Plausible explanation of the problem
2. Use pictures and comparisons where appropriate
3. Use an example to illustrate the problem where appropriate
4. Who is affected?
5. Is it a common problem?
6. What happens if you do not solve it?

Slide 2: The Solution

The Solution

What is your solution to the problem? What is your idea? What is the value proposition to the customer (why would they want it)?

1 - Source of Value <i>(Is it rare, unique and defensible?)</i>	2 - Potential of Value <i>(How big and secure is the prize?)</i>	3 - Realisation of Value <i>(Is it doable and how would we do it?)</i>
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Tips

1. Special features of the product (up to 3)
2. Pictures and illustrations of the product (prototype)
3. Value proposition
4. Future products / orders in the pipeline

Tools (from week 2)



Our (products and services) help(s) (customer segment) who want to (jobs to be done) by (verb, e.g. reducing/avoiding) and (verb, e.g. increasing/enabling). (Unlike (competing value proposition).)

Slide 3: Magic Sauce

Magic Sauce

What is the “valuable new thing” behind the solution? What is the unique source of value? E.g.: technological invention, design, assets, brand, creativity, etc. How can you protect/maintain/develop it?

1- Source of Value <i>(Is it new, unique and defensible?)</i>	2 – Potential of Value <i>(How big and secure is the prize?)</i>	3 - Realisation of Value <i>(Is it doable and how would we do it?)</i>
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Tips

1. Describe the unique technology, secret or magic behind your solution
2. Use images (diagrams, flow charts, photos)
3. Present proofs of concept:
 1. Prototype
 2. Performance data
 3. Study results
4. Describe intellectual property (IP) status and protection strategy (from week 5)

Tools (from week 5)



Slide 4: The Market

The Market

*How big is your target market?
Who are the key customers?
What are the market trends? Is the timing right?*

1- Source of Value <i>(Is it needed, unique and defensible?)</i>	2 – Potential of Value <i>(How big and secure is the prize?)</i>	3 - Realisation of Value <i>(Is it doable and how would we do it?)</i>
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Tips

1. Describe market potential (size and growth) of the addressable market and your target segment(s)
2. Present top-down market sizing ("x million people...") with bottom-up check of market share (what is doable for you)
3. Customer list (potential or real)

Tools (from week 3)

Market Capacity
Maximum absorptive capacity of market (target group) > theoretical demand
> nbr of users/buyers * average demand

Market Potential
Maximum quantity of sales using an optimal marketing mix > feasible demand

Market Volume
Realized quantity of sales (100%) > effective demand (measured)

Market Share
Effective quantity of sales of venture (relative share of complete volume)
> demand covered by venture

Slide 5: Competitive Positioning

Competitive positioning

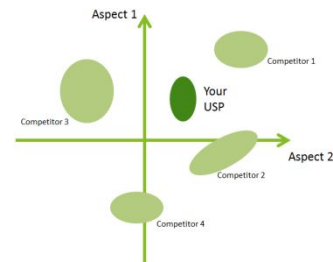
*Who are your main competitors?
What is your USP and how does
this position you versus
competitors? What products and/or
services would you displace?*

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Tips

1. Describe market structure and actual or potential competitors (using USP and competitor positioning map)
2. Say why YOU are good, not why the competition is bad!
3. Compare your price with the market price (or cost savings for buyers)

Tools (from week 3)



Slide 6: Business Model

Business model

What are the key activities you will undertake in the value chain? What won't you do? Who will be your suppliers, customers and partners? How will you make money?

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Tips and questions

1. Describe your role in the value chain (what you will do and what you won't do)
2. Describe how you will make money
3. Name existing customers and partners
4. Is revenue one time or recurring?

Tools (from week 3)



We do:

- Design
- Marketing
- Distribution

We don't:

- Manufacture
- Sell to consumers

Slide 7: Progress and Plan

Plan

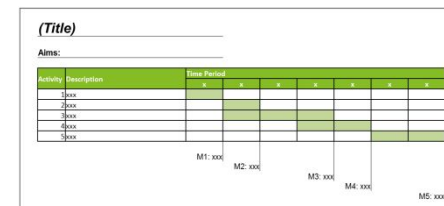
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Tips

1. Present your "go to market" roadmap highlighting key milestones that create value, e.g.: tech development; tests, IP protection, partnerships, first sales
2. Describe your progress to date highlighting milestones achieved
3. Indicate next steps, e.g.: recruitment of key personnel; new facilities

Tools (from weeks 2 and 8)



Slide 8: Team

Team

*Who is in your team and what are their roles? What are their skills?
Where are the gaps? What other resources will you need? How will you develop and utilise your network?*

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Tips

1. List management name / function / title, and relevant education & experience (+photos)
2. List members of (Science / Business) advisory board (if you have one)
3. Identify the gaps in your team and describe your strategy for filling them
4. Detailed CVs in the Q & A section

Tools (from week 8)

Team Member	Skill 1	Skill 2	Skill 3	Skill 4
Member 1	++	++	0	-
Member 2	++	0	0	+
Member 3	+	+	++	0
Member 4	0	0	++	0
Member 5	+	-	+	-

Slide 9: Finance

Finance and Funding

*What are your forecast sales and costs?
How do these translate into income and cash flow statements? When will you breakeven? How will you finance your business? What do you need now?*

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Tips

1. Tabulate sales, net profit, FCF, FTEs
2. Indicate time to breakeven
3. Price and quantity could be helpful
4. Distinguish between product lines
5. Be prepared to reveal more in Q & A

Tools (from week 6)

	1st year	2nd year	3rd year	4th year	5th year
Sales	1,004	11,779	38,328	55,177	64,781
Net profit	- 883	144	11,413	16,945	19,224
Free cash flow	- 1,215	- 3,083	407	11,663	31,621
FTE (employees)	8.7	49	87	107	118

Slide 10: Investor Offer

Finance and Funding

*What are your forecast sales and costs?
How do these translate into income and cash flow statements? When will you breakeven? How will you finance your business? What do you need now?*

1- Source of Value <i>(Is it needed, unique and defensible?)</i>	2 - Potential of Value <i>(How big and secure is the prize?)</i>	3 - Realisation of Value <i>(Is it doable and how would we do it?)</i>
The Problem <i>Is there an opportunity to do something better? What is the problem that your team has identified?</i>	The Market <i>How big is your target market? Who are the key customers? What are the market trends? Is the timing right?</i>	Plan <i>What steps must you take to establish your business as a profitable venture? What are the key milestones that will create value? What resources will you need? What are the critical next steps?</i>
The Solution <i>What is your solution to the problem? What is your idea? What is the value proposition to the customer?</i>	Competitive positioning <i>Who are your main competitors? What is your USP and how does this position you versus competitors? What products and/or services would you displace?</i>	Team <i>Who is in your team and what are their roles? What are their skills? Where are the gaps? What other resources will you need? How will you develop and utilise your network?</i>
Magic Sauce <i>What is the "valuable new thing" behind the solution? What is the unique source of value? E.g.: technological invention, design, assets, brand, creativity, etc. How can you protect/maintain/develop it?</i>	Business model <i>What are the key activities you will undertake in the value chain? What won't you do? Who will be your suppliers, customers and partners? How will you make money?</i>	Finance and Funding <i>What are your forecast sales and costs? How do these translate into income and cash flow statements? When will you breakeven? How will you finance your business? What do you need now?</i>

Tips

1. What is the current ownership structure?
2. How much do you need today and what will it be used for?
3. How much do you need to raise in later rounds to reach later milestones?
4. When can investors expect an exit & how (name potential buyers)?

Tools (from weeks 6 and 7)

	Year 1	Year 2	Year 3
Operational income (earn) / expenditures (lose)			
Product sales	200	400	700
Costs of products sold	-100	-200	-300
Consulting services	100	250	400
Consulting personnel expenditures	-100	-100	-200
= Operational contribution margin	100	350	550
Other expenditures (lose)			
Personnel expenditures (overhead)	-50	-50	-50
Marketing expenditures	-50	-50	-50
Depreciation & Amortization	-50	-50	-50
EBIT (Earnings before interest & taxes)	-50	200	400
Interest	-30	-30	-30
Taxes	0	-30	-100
Profit/Loss	-80	140	220

Slide 10: Q&A

(Use hyperlinks slide to navigate during the Q&A)

Market

- [Size](#)
- [Market Research](#)
- [Needs](#)
- [Competitive tech](#)

Tech

- [IP protection](#)
- [IP in product](#)
- [Uniqueness](#)
- [Field testing](#)

Finance

- [Awards](#)
- [Grants](#)
- [Sales](#)
- [Use of Funds](#)



Q&A is the second part of your presentation!

- Let the CEO or team leader present
- Stay calm and never lie
- If you have no answer, admit it!
- Do not start a debate
- Make notes (this also shows that you are willing to learn)
- Know your presentation by heart
- Know your numbers (revenue, profit, burn-rate)
- Write-up the meeting and follow-up soon afterwards

Finally...

persist...



"I'm convinced that about half of what separates the successful entrepreneurs from the non-successful ones is pure perseverance."

Steve Jobs

Persist...

- **Pandora.com** – the founders of this publicly traded internet radio company pitched to 300 investors before they finally got funding.
- **The Beatles** – played 106 nights in Hamburg in 1960 before they got their big break
- **James Dyson** – the founder of the popular dyson vacuum cleaner created 5,126 failed prototypes before finally succeeding
- **Steven Spielberg** – applied and rejected 3 times by the University of Southern California after which he dropped out and became a director
- **Tim Ferriss** – writer of the best selling book “The 4-hour Workweek”, which has sold over 1 million copies, was rejected by 25 publishers
- **Colonel Sanders** – the founder of Kentucky Fried Chicken, tried 1,009 times to sell his recipe to established business before starting his own

Source: <http://revseven.co/latest/>, Oct 2015

Persist...

- **Thomas Edison** – tested over 10,000 prototypes before finally creating the first electric lightbulb and then later went on to found General Electric
- **Richard Branson** – failed at his first two businesses: breeding parakeets (he bred too many to sell); and, selling Christmas trees (rabbits ate his product)
- **Bill Gates** – Before founding Microsoft he founded Traf-O-Data, but after 3 years of product development he didn't make a single sale.
- **Henry J Heinz** –before Ketchup he created Heinz Horseradish, but that went bankrupt in 1873. Three years later he founded Heinz Ketchup.
- **Sylvester Stallone** – was rejected 1,500 times when he tried to sell the script of “Rocky” with himself as the featured actor.

there are too many examples to list of successful entrepreneurs with a history of failure...

Source: <http://revseven.co/latest/>, Oct 2015

Week 9: Presentation - Agenda

Part One	Introduction & review of online training (20 mins)
Part Two	Standing in the shoes of your audience (45 mins)
Part Three	How to structure an investor pitch (45 mins)
BREAK	(20 mins)
Part Four	Developing your final pitch (1 hour 45 mins)
Part Five	Wrap-Up (~5 mins)

Week 9: Presentation - Agenda

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Developing your final pitch

(1 hour 25 mins)

Objective:

- Prepare a 15 minute pitch (to a key stakeholder, such as an investor, customer or partner)

Tasks:

1. Using the Business Value Concept and additional tools introduced throughout the course, develop a pitch for your business concept
2. Choose the presenter

Activity Guide

Use the structures already outlined:

E.g. for an investor pitch use:

- Title slide
- Slide 1: The problem
- Slide 2: The solution
- Slide 3: Magic Sauce
- Slide 4: The Market
- Slide 5: Competitive Positioning
- Slide 6: Business model
- Slide 7: Progress and Plan
- Slide 8: Team
- Slide 9: Finance
- Slide 10: Investment Offer

Tips:

- Work as a team to agree content, sources and responsibilities for each slide
- Split up to develop the content

Week 9: Presentation - Agenda

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BREAK	(20 mins)
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Part Five	Wrap-Up (~5 mins)

Wrap-Up

(5 mins)

Objective:

- Summarise key outcomes from this week and look ahead to the next week

Tasks:

1. Group discussion of the key outcomes and deliverables of the week
2. Group discussion of any key considerations for next week

Week 9: Presentation Summary

Learning Goals

The participants are able to:

1. Understand the basics of creating and delivering successful presentations
2. Convert their business concept into a convincing startup story
3. Persuasively present their startup story

Deliverables

1. An investor pitch (presentation pack)



What are the key take aways?

Week 10: Coaching II

Outlook

Homework/Preparation

1. Update your Business Value Concept
2. Develop your pitch presentation
3. Practice, practice, practice!

Please don't forget to fill in your feedback form for this week

STARTUP CAMPUS University of Applied Sciences

Ein Trainingsprogramm der KTI
Start-up und Unternehmertum
CTI Entrepreneurship

Feedback for Modul 2 „Business Concept“

Course location: _____
Coach: _____
Topic: _____
Your name: _____

Can you recommend this course? ☒ yes ☐ no

How do you evaluate...

the course as a whole	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	comments _____ _____
the course content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Instructor's contribution	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Instructor's effectiveness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

What did you like best?

What could we do better?



CTI Entrepreneurship

Business Conception

Week 9: Presentation

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