



b-ventures

Elevator Pitch

# STARTUP «XYZ»

- **Name** of your business
- **Logo** of your company (if available)
- One statement describing the **object of your business**
- One statement describing the **mission of your company**

# THE PROBLEM

- One statement describing the problem your business is going to address
  - What's the pain/need your potential customers have
  - Faster, better, smaller, etc. are solutions, not problems

# THE SOLUTION

- One statement describing the solution you have provided, or you intend to provide, to address and solve the problem.
  - Describe your product or service
  - Explain how it provides added value to your customers and why it will be perceived as an answer to their pain/need

# THE BUSINESS MODEL

- Describe the business model behind your product or **service** (it doesn't necessarily match with 'how you make revenues')

# THE COMPETITION

- List your current and potential competitors thru a matrix competitors analysis table
- Describe your competitive advantages
  - why you are better than your competitors
  - why customers will choose your product or service, instead of your competitor's
  - how long will the competitive advantages last

# TARGET MARKET & GO-TO-MARKET STRATEGY

- **Potential market details**
  - Size and growth rate for 3-5 years
  - Focus on the segment(s) of your target market
- **How will you generate traction**
- **Who are the current key players** (ideal customers, critical partners, who sells now your product or service)
- **Describe your Marketing and sales plan**
  - How will you market and sell your product or service
  - Is this comparable to any other company's marketing/sales methods

# TECHNOLOGY \ PROCESS

- Describe the technology (or process) behind your business
- Provide a picture showing how your technology (or process) works
- How does your technology (or process) solve the problem customers have, and why should they pay for it
- Is your technology (or process) built in-house or outsourced



# FINANCIAL ROADMAP

- Project your revenue and expenses over the next 3-5 years
- Some key milestones to highlight
  - When will your business turn to be profitable
  - When does your competitive advantage take effect (and when does it end)
  - When will you need to raise additional funds to continue/grow your business

# THE TEAM

- Describe the current team (founders and others):
  - Name and surname + photo
  - Educational background
  - Previous professional experiences
  - Current role in the team
- How many people and which profiles you need to start/continue your business as of now

# CURRENT STATUS & ASSETS

- **What milestones have you achieved so far?**
  - Business plan completion
  - Team completion
  - Product/prototype availability
  - Intellectual property or patent
  - Office space
  - Website
  - First customers on board
  - Key partners and business advisors on board
- **Have you raised previous funding from investors?**
  - If so, how much, and how did you use the funding?

# SUMMARY AND CALL-TO-ACTION

- What are your next steps
- How will you get there
- Immediate funding need
- How would you use the funds

# THANK YOU



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