

Elevator Pitch

docomo digital 
b-ventures

Startup

- **Name of your business**
- **Logo and website**
- **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

Illustrate the pain/need your potential customers have,
where “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 and 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
 - Current involvement in the project (FT vs PT)
- **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?
- **Illustrate the current shareholders structure of the company**
 - Exact shareholder structure including all entities, TOpCo and subsidiaries, all shareholders and their (i) title, (ii) common vs preferred), (iii) % of shares
 - Any outstanding convertible debt/loan (as the shareholder structure would not surface this) and conditions

Summary and call-to-action

- **What are your next steps**
- **How will you get there**
- **Immediate funding need**
- **What's your funding goal?**

Thank you

