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**BEEHIVE**

# **PITCH YOUR BUSINESS**

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**iGrow** angel.co/igrowasia | info@igrow.asia

- 4000+** HECTARES PLANTED
- 5000+** INVESTMENTS
- 4500+** FARMERS
- 1000+** HECTARES HARVESTED
- 277,992** Kg CO<sub>2</sub> ABSORBED



Prepared by  
 @andreassenjaya

What Interesting?

**#1 Traction**



Entrepreneur is the most delusional person in the world

Tell the numbers,



**\$1 M Revenue**

**70% Gross Margin**



21 MILLION  
College Students



IDR 1 B / month Rev

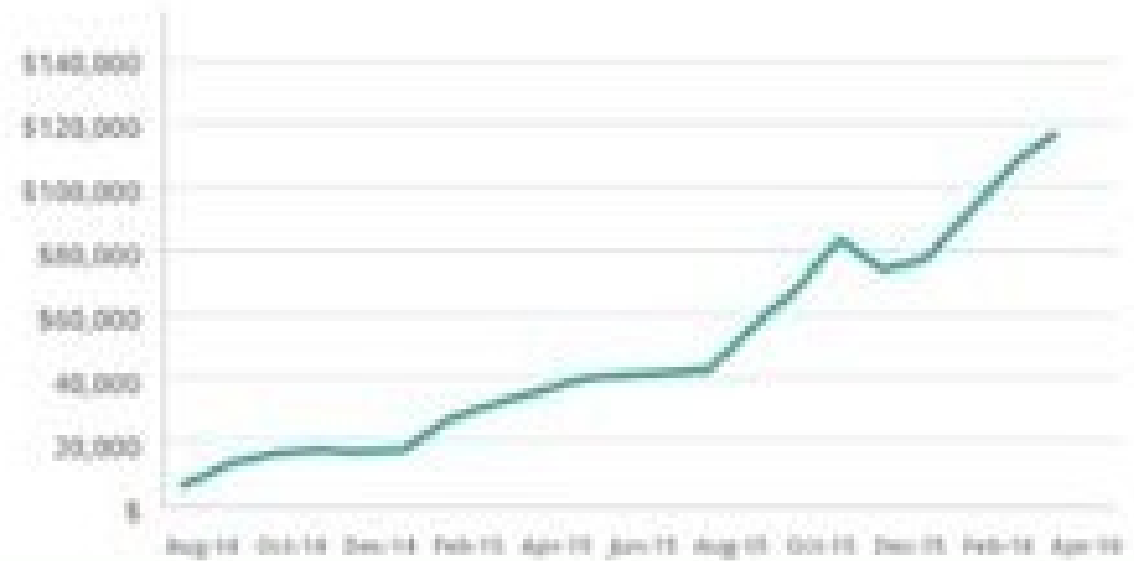
Tell the numbers,

Tell the numbers, in what  
growth rate

IDR 1 B / month Rev  
20% MoM

Tell the numbers, in what  
growth rate

# 12% MOM Revenue growth over 18 Mo





#2 Team

Why you?

Previous Entrepreneur Story,  
Domain Experience  
ex-big brand  
Working together for X years  
Interesting Story





# #3 Intellectual Property

**Own Defensibility**



**In the crowded market? Show your differentiation**

# #4 Vision

You must deliver your pitch in the  
inspiring way

# PITCH DECK

# 10 Slides to an **Awesome** Pitch

1. Elevator Pitch
  2. The **Problem**
  3. Your Solution
  4. Market Size
  5. Business Model (\$)
  6. Proprietary Tech
  7. Competition
  8. Marketing Plan
  9. Team / Hires
  10. Money / Milestones
- 
- Teaser Image Goes Here
- Demo Goes Here

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Goes Here



Demo  
Goes Here



**The Money Shot:**  
Demo  
Screen Shots  
Video



**Business  
Metrics**  
(NOT Revenue  
Projections)

**AARRR!**



**Cu\$tomers  
Testimonial\$**

**"This  
Rocks."**



# 1. The Elevator Pitch (*only 30 sec!*)

- Short, Simple, Memorable:
  - “**What**, **How**, **Why**.”
- 3 key words or phrases
  - “***Mint.com** is the **free, easy** way to manage your money online.”*



# STARTUP MADLIBS

My company, \_\_\_\_\_  
NAME OF COMPANY  
is developing \_\_\_\_\_  
A DEFINED OFFERING  
to help \_\_\_\_\_  
A DEFINED AUDIENCE  
\_\_\_\_\_ with  
SOLVE A PROBLEM  
\_\_\_\_\_.  
SECRET SAUCE

Example: My company, the founder Institute, is developing a training and mentoring program to help entrepreneurs launching a new startup create meaningful and enduring technology companies with shared equity that encourages peer support.



Perfect your pitch at a free event: <http://fi.co/events>

## 2. The Problem

- What is The Problem? ... Make it Obvious.

- “Ouch. Yeah, I have that too...”

- **Who** has it?

- “Painkiller not *Vitamin*”



# 3. Your Solution

- Describe why your Solution:
  - Makes your customers **Happy**
  - Does it **better, different** than anyone else
    - “NICHE to WIN”

*(Customer Case Study can also go here)*

# [ The Money Shot ]

**Demo  
Screen Shots  
Video**



- <http://Jing.com>
- <http://ScreenCast.com>
- <http://Flickr.com>
- <http://YouTube.com>
- <http://Scribd.com>
- <http://SlideShare.com>

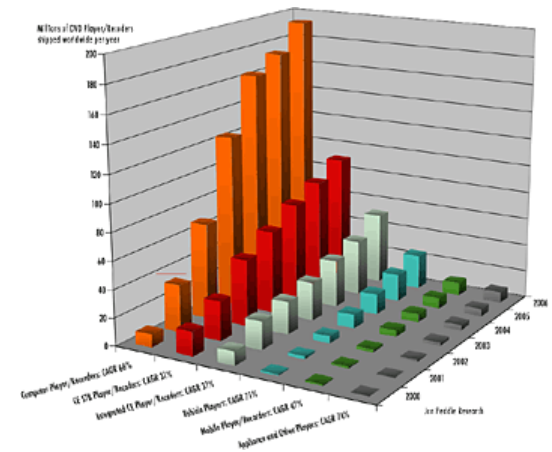
- **PRACTICE! PRACTICE! PRACTICE!**
- demo will **FAIL --** have a **backup** (screenshots, local video, interpretive dance)
- expect to be interrupted

*and remember:*

- The Script is **NOT** your Slides – The **Script** is the **FACE** of your Audience

## 4. Market Size

- **Bigger** is **Better**
- **Top Down** = someone else reported it
  - *Forrester, Gartner, Your Uncle*



- **Bottom Up** = calculate users/usage/rev\$
  - Avg Txn = \$X
  - Y customers in our market
  - Avg customer buys Z times per year
  - Market Size =  $\$X * Y * Z$  annually = a big friggin' #
  - Market growing @ 100+% per year



# 5. Business Model

*(How Do You Make Money?)*

- Describe Top 1-3 Sources of Revenue
  - Prioritize by Size or Potential
- Common Revenue Models:
  - **Direct:** ecommerce, subscription, digital goods
  - **Indirect:** advertising, lead gen, affiliate



## 6. Proprietary Technology / Expertise

- VCs \*really\* like unfair advantages:
  - **BIG** market lead
  - experienced team
  - “superior” technology



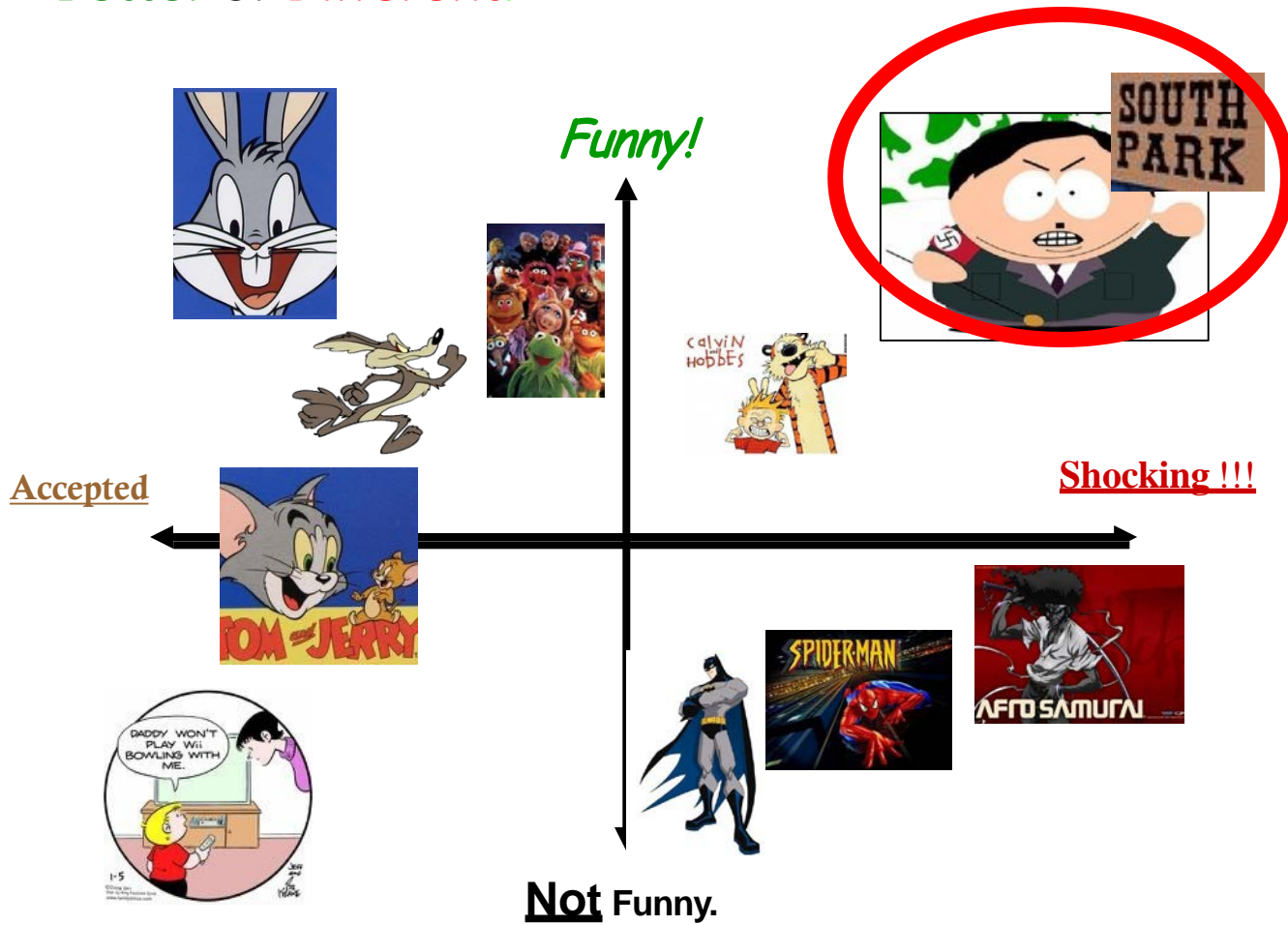
# 7. Competition

(why you're better \*or\* different)

- List \*all\* competitors
- Show how you're better...  
... or at least different  
  
if not better or different then  
-> "NICHE TO WIN"



Better or Different.



# 8. Marketing Plan

... how do you get **customers & distribution?**

**lots** of channels & decisions... choose **a few**:

- PR
- Contest
- Biz Dev
- Direct Marketing
- Radio / TV / Print
- Telemarketing
- Email
- SEO / SEM
- Blogs / Bloggers
- Viral / Referral
- Affiliate / CPA
- Widgets / Apps

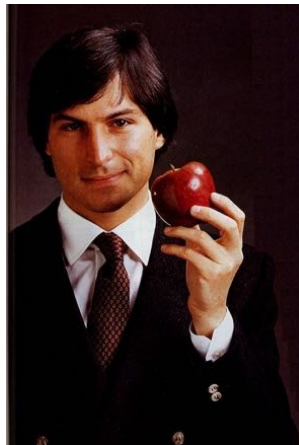
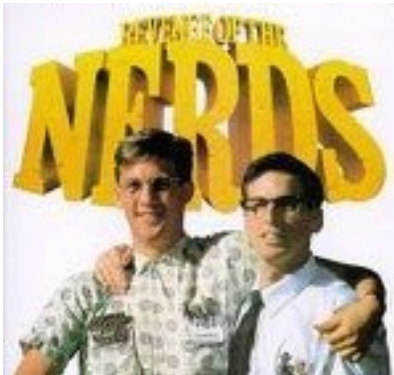
## **3 Things That Matter / To Measure :**

1. Volume
2. Cost
3. Conversion

# 9. Team

People that get VCs **Hot:**

- **Geeks** with deep tech experience
- **Entrepreneurs** who have sold companies
- **Sales/Marketing** who bring in customer\$



# 10. Money, Milestones

- How Much **Money**?
  - 3 Budgets: small, Medium, **Large**
- What will you do with **Capital**?
  - New Hires (Build **Product**)
  - Mktg & Sales (Get **Customers** / \$\$\$)
  - Ops & Infrastructure (**Scale** Up)





Exercise

10,000 HOURS  
OF PRACTICE

20:1 Rules

Do it Loud, don't read