

PROPOSED SLIDE-DECK FOR START-UP PRESENTATIONS

Types of Business Plans

In general we distinguish between different business plans adapted to a specific purpose.

1. Internal Business Plan

This can be informal and has to be made by the founders. It has to answer the essential questions but does not need a specific format. The main purpose is to allow the founders that the business case is sound.

For each business plan the following questions need to be addressed:

1. Is there a **need** for your product/service?
2. What is your solution?
3. Is there a **market** now and **in future**?
4. Are there **competitors**? (web search!)
5. Which **market share** do you expect?
6. What is your strategy/marketing plan?
7. Do you have a credible **team**?
8. **How much money** do you need?
9. What **deal** do you propose to your investors?
10. What **return** can they expect from that deal

2. Classical Business Plans requested by organizations

In some cases a format is pre-described which needs to be followed. In most cases e.g. Venture Capitalists do not have such requirements.

A general recommendation is

- Limit the number of pages. A survey showed that a maximum of 20 pages is expected
- Make a good executive one-page summary
- Limit technical details and give emphasis to financial data.

3. New Space Business Plans

In particular, for seed financing rounds

- An assessment committee is formed with equity financiers and experts
- A short Powerpoint presentation is expected
- A format often used, in particular in Europe is labeled the 10-20-30 approach, which means
 - o Have all important information on 10 slides
 - o You have 20 minutes to present these slides
 - o Use font 30...
- A template for these 10 slides is attached hereto

Important: do not hesitate to add a number of back-up slides, mainly on technical details and financials, in order to be prepared for the Q@A session.

Further info

- The 10-20-30 rule was proposed originally by an experienced equity investor, Guy Kawasaki, see https://guykawasaki.com/the_102030_rule
 - For general information on the ISU incubator, feel free to contact Yannick.Lafue@isunet.edu
 - For content information on business plans, contact Prof. W. Peeters Walter.Peeters@isunet.edu
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Your Logo

TITLE

Company Name, your name, title
Address, email, telephone

Motto (optional)

Business opportunity

- Describe the problem that you intend to solve? and the service you're providing to remedy this
- Current context that encourages you to launch your startup:
 - Industrial context
 - A recurring need expressed in symposia/publications
 - A new regulatory context
 - A particular beneficial environment ...

Value Proposition – Competitive analysis

- Explain the value you alleviate with your proposal or the new value of the service you provide
- Provide a complete view of the competitive landscape. Too much is better than too few
- What are the advantages of your solution
- Provide a McKinsey matrix

Underlying Magic

- Describe the technology behind your product (minimum text, more diagrams, schematics & flowcharts, but avoid formulas)
- Express your proposal in laymen terms, avoid space slang!
- If you have a prototype or demo, this is the time to transition to it
- Intellectual property aspects (patent pending? Other IPR protection envisaged?)

Management Team

- Describe the key players with relevant experience and academic background,
- If applicable describe various advisory boards,
- techno partners?, major investors? LOI signed?

Business Model

- Explain who has your money presently available and how you plan to convince to invest
- Show your own investment efforts (can also be in-kind such as commitment to work two years at minimum income)
- Give a schedule of the different financing rounds expected and the source (grants, equity investors,...)

Go-to-market plan

- Explain how you are going to reach your customer
- How to get early traction?
- Which market channels do you plan (website? Go to symposia, stand at fairs planned?...)

Financial projections and Key metrics

- Provide a 3-year forecast containing not only dollars or euros but also key metrics, such as number of customers & conversion rate
- Number of jobs created in the Region
- Make a bottom-up forecast, not top down

Current status, accomplishments to date, timeline & use of funds

- Explain the current status of your project/product, what the near future looks like, and how you'll use the money you're trying to raise
- Maturity of your project (for technical presentations : TRL level?)
- When is a Proof of Concept expected?
- Assessment of the needed resources
 - Partnering
 - Funding
 - Recruitment (forecast over next 5 years)

Gantt chart of the whole project

- Simple Gantt chart, max. 7 activities
- Focus on the activities carried-out over the Pre-incubation period