



prezentacija

VODIČ ZA:

PITCH DECK prezentacije



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Osnivač i Direktor,
Prezentacija d.o.o.

PITCH DECK je prodajna prezentacija!*

* u konačnici, većini pitch-eva će neposredni cilj biti dobivanje idućeg sastanka

Na jednostavan i razumljiv način sažima ključne elemente vašeg biznisa, ne vaše ideje

Snimka je trenutnog stanja i razmišljanja i s vremenom i feedback-om se mijenja

Biti će preispitan i testiran u detalje od strane investitora

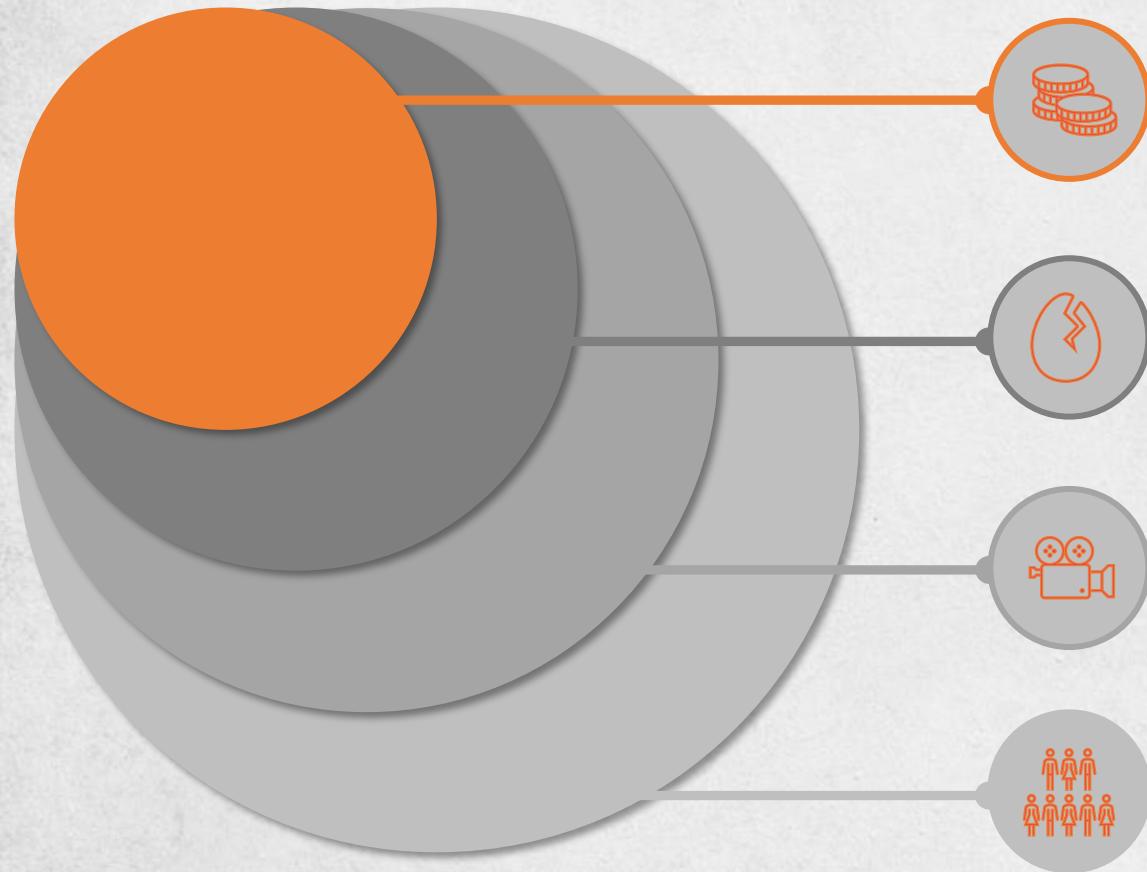


Treba demonstrirati duboko poznavanje posla, tržišta i poslovnog modela

Podloga je prezentaciji uživo ali često služi i kao samostalan dokument koji se šalje

Obično sadrži 12-15 (standardnih) slajdova i tijek na koji su investitori i profesionalna podrška (inkubatori, akceleratori) navikli

Glavni fokus PITCH prezentacije su investitori, međutim u raznim izvedenicama koristi se i za druge prilike



INVESTITORI

Najdetaljnija/najfokusirana prezentacija s vrlo specifičnim ciljem

INKUBATORI / AKCELERATORI / PARTNERI / ...

Malo skraćenja verzija od one za investitore

MEDIJI / EVENTI / KLIJENTI ...

Verzija s naglaskom na tržišnu stranu bez financija i procesa

JAVNOST

Bazična verzija prezentacije s fokusom na potrebu i proizvod

Trajanje PITCH-a ovisi o prigodi i publici, a s vremenom je obično potrebno razviti mnoge varijante izvedbe



Razina razrađenosti i detaljnosti prezentacije primarno ovisi o stupnju razvoja start-upa



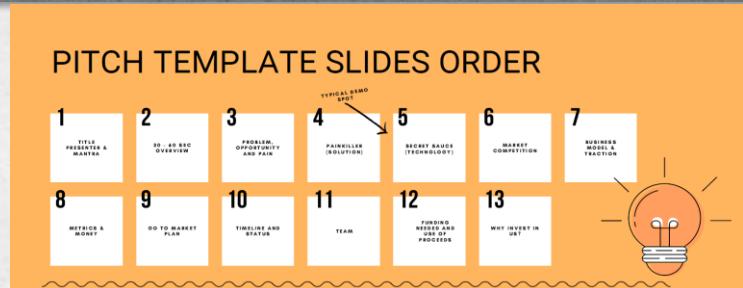
Varijanti je mnogo, ali sadržaj i tijek PITCH-a na koje su pojedini investitori navikli omogućuje im lakšu komparaciju ideja

slidebean.

What should be on your pitch deck?

according to VC's and successful startups

	500 Startups	Guy Kawasaki	Sequoia Capital	NextView Ventures	Crowd funder	Airbnb Pitch Deck
Slides	11	10	11	15+	12	13
Executive Summary				•		
Problem	•	•	•	•	•	•
Solution/Value Proposition	•	•	•	•	•	•
Market Validation/ Why Now?		•		•	•	•
Product	•		•			•
Market Size	•		•	•		•
Business Model	•	•	•	•	•	•
Underlying Magic	•	•		•		
Competition	•	•	•	•	•	•
Competitive Advantage	•					•
Marketing Plan / Go-to Market	•			•	•	•
Founding Team	•	•	•	•	•	•
Board/Advisors		•		•		
Traction / Milestones	•	•		•	•	
Press / User Testimonials				•		•
Fundraising	•	•	•	•	•	•
Financial / Use of Funds		•	•	•	•	•



- | | |
|----------------------------------|------------------------------------|
| 1 Title Page (1 page) | 7 Product Overview (1-3) |
| 2 Team (1) | 8 Competitive Landscape (1) |
| 3 Problem/Opportunity (1-2) | 9 Business Model (1) |
| 4 Market (1) | 10 Unit Economics (1) |
| 5 Solution (Your Company!) (1-2) | 11 Marketing/Growth Overview (1-2) |
| 6 Traction to Date (1-2) | 12 Fundraising |



- ### The Flow (*Not* a slide in your deck)
1. Welcome – Your big idea - you have 10 seconds to engage your audience
 2. Problem – The problem you solve and who you solve it for
 3. Solution – Your solution with compelling benefits
 4. Product – Your product and how it works in 3 simple steps
 5. Business Model – How you make money
 6. Traction – Proof that your customers/users love your product
 7. Market – How much money you could make if you dominate your market
 8. Competition – Your competitors and why your product is better than theirs
 9. Growth – How you will acquire and retain customers, profitably and at scale
 10. Financials – How much money you will make in your first 3-5 years
 11. Team – The team that has the experience/expertise to own this opportunity
 12. Funding – How much money you need and what you will do with it
 13. Summary – Huge opp + Differentiated tech. + Dream team + Strong traction
- Flow – the sequencing of slides – may vary based on the extent of your traction and the strength of your team



Startup Pitch: THE WINNING PITCH STRUCTURE



STRUCTURE	KEY OBJECTIVE
► Intro	Define the company, business, service or product in a single sentence.
► Team	Identify a core group of talent that can execute on the next set of milestones.
► Opportunity	Establish the need for your company's solution and the size of the market.
► Solution	Demonstrate how you will solve the problem and validate your differentiation.
► Competition	Identify your competitors, validate your differentiator.
► Biz Model	Explain how you will generate revenue, show us what you've accomplished to date and make future forecasts.
► The Ask	Ask for the order and outline what you need from us to make your business a success.

Elemente *Pitch deck*-a ne treba slijepo slijediti, već ih treba shvatiti kao građevne blokove koje ćete prilagoditi vašoj priči



Words of wisdom:

Brojevi okvirno odražavaju i broj slajdova, ali neki dijelovi mogu imati i više od 1 slajda: Ne postoji „pravi” broj slajdova, fokus je na kritični sadržaj koji treba biti dio priče.



Svaki dio priče ima jasan fokus u odnosu na glavna pitanja koja zanimaju potencijalne investitore



Words of wisdom:

Ideja/proizvod/usluga je ono na što obično stavljamo najveći fokus, ali ona je samo jedan mali dio priče i s razlogom je predmet samo 1-2 slajda.



Naslovni slajd treba biti jednostavan, ali priča koju čete ovdje ispričati je ključna

Sadržaj

- Ime tvrtke/projekta
- Logo
- Datum
- Namjena, za koga je prezentacija („Investor presentation”, „Demo day presentation”,...)
- *One liner*: esencija biznisa u jednoj izjavi
- Opcionalno:
 - Ime prezentera
 - Koliko novaca se traži u ovoj rundi

Kako prikazati



Nešto jednostavno i pristojno...

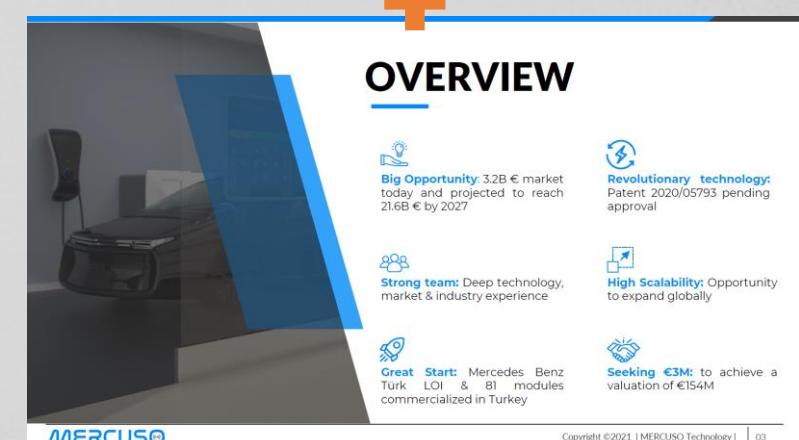
Što je start-up zrelij i to se očekuje da će dizajn biti profesionalniji

Primjeri slijede na idućoj stranici...

Words of
wisdom:

- Voice-over je ovdje ključan, za vrijeme ovog slajda trebate ispričati vaš *Elevator pitch* / ~60sec verziju vaše priče; od kuda dolazi ideja/motivacija za projekt?
- Publika već ovdje treba znati što im se nudi i što detaljnije slijedi u nastavku
- Ako prezentacija nije uživo već deck šaljete mejlom treba razmisliti o dodavanju *Executive summary* slajda(3-5 ključnih točaka) kao idućeg slajda kako bi publika dobila sažetak vaše priče





1.

PROBLEM / PRILIKA

Znate li kratko i jasno definirati problem koji rješavate?

Sadržaj

- KOJI je problem, koja je „bol“ koju netko ima: izgubljeni prihodi, odlazak klijenata, nezadovoljstvo, troškovi, vrijeme, doseg, ...
- KOLIKI je problem: kvantificirajte ga
- TKO ima taj problem?
- TKO to kaže: tvrdnje potkrijepite podacima, izjavama kupaca, analitičara, istraživanjima

Kako prikazati



Words of
wisdom:

- Ako nema problema, nema ni biznisa: upravo to je vodeći razlog propadanja start-upa!*
- Po mogućnosti je to nečiji najveći problem/potreba, ne 7-mi ili 16-ti
- Problem treba sugerirati veliko tržište te da je rješenje potrebno i vrijedno truda
- Objasniti postoje li nedostatni pokušaji rješenja, zašto ne funkcioniraju te zašto je sada pravo vrijeme
- Backup slajd: detaljnija istraživanja, analize, izvori, ...

* <https://www.forbes.com/sites/niallmcCarthy/2017/11/03/the-top-reasons-startups-fail-infographic/?sh=590c1b024b0d>

1.

PROBLEM / PRILIKA

Primjeri

Problem

2

Price is an important concern for customers booking travel online.

Hotels leave you disconnected from the city and its culture.

No easy way exists to book a room with a local or become a host.

1600 1st street, suite 100, san francisco, ca 94102 | www.urbnhost.com | 888 461 1100 | paul@urbnhost.com

A GLOBAL PROBLEM

Electric Vehicle Charging is the biggest roadblock for E-Mobility

Low availability

i.e. only 170K chargers are installed in Europe, for 2160K EVs

Inconvenience

The average distance between charging stations is 100 km or more

High cost & lack of flexibility

Due to the different types of chargers required in the stations based on the EV make & model

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Banking is hard

It's 2017, but still almost half of the population in developing countries have no access to financial services. Financial exclusion is real.

Current Situation (Remittance Case)

HOW PEOPLE ARE CURRENTLY DOING REMITTANCES



Bob goes to Western Union, waits in line, fills a form, and sends \$1000



Alice goes to Western Union, waits in line, fills a form, and gets her money.



After all this wait, Alice can only spend \$935!
• Or \$950 if willing to wait 4 business days
• In local currency - based on average exchange rate loss plus transaction fee

telcoin



\$935!

THE PROBLEM

INCONVENIENCE

Is there some kind of tracking for my garments so they don't go missing anymore?

LACK TRANSPARENCY

Delivery time frame of 12pm - 4pm. Can it be at exactly 2.16pm instead?

COST

Item broken when recipient received it. I am very sure it wasn't there when I sent it.

TIME IS MONEY!

Received a "while you were away" card and having to drive all the way to collect a parcel.

Can I just drop and go?

Problem

The diagnosis of the disease is currently performed exclusively by renal biopsy, after the first symptom detected by urinalysis

Nephrodiagnostics



The current diagnostic methodology has the following limitations:

- High invasiveness of the operation (renal biopsy)
- High cost (5k €)
- Not applicable as routine analysis for diagnostic purposes
- 68% of renal biopsies can be avoided
- Advanced-stage diagnosis

Ultrasound-guided renal biopsy

Dog owners travelling with their dogs struggle to find a place to stay that satisfies their own needs and the needs of their dogs.



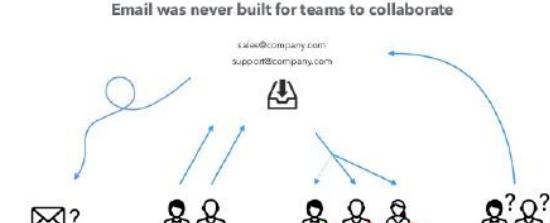
Exhaustive research on:

- General platforms like Airbnb, Booking.com etc.
- Google & Bing
- Travel and Dog Forums & Portals

→
No central platform for "places to stay with dogs"

Email was never built for teams to collaborate

sales@company.com
support@company.com



RJEŠENJE

Imate li elegantno rješenje za problem koje nije samo drugačije, nego je i bolje?

Sadržaj

- KRATKI opis vašeg rješenja (proizvoda/usluge), što ste vi to smislili?
- Direktan nastavak prethodnog slajda: kako vaše rješenje adresira navedene probleme
- Par najvažnijih *Core Value Propositions* za kupce/klijente
- Rješenje opisujete konceptualno, ne specificirajte proizvod u detalje
 - Drugi slajd može/treba biti konkretnije o proizvodu (za one koji već imaju nešto razvijeno)

Kako prikazati



Words of
wisdom:

- Glavni interes investitora: koliko je rješenje dobro, elegantno i skalabilno
- Benefits (better, faster, cheaper), a ne features, must-haves, a ne nice-to-haves
- Želite da se zapitaju kako to da se to tako već ne radi jer je očito bolje
- Na dodatnom slajdu možete/trebate imati spremjan detaljniji prikaz proizvoda, mock up, video, demo ili User journey usporedbu bez/s vašim rješenjem



2.

RJEŠENJE

Primjeri

THE SOLUTION

- Revolutionary & scalable** autonomous charging experience
- Convenient** parking and wireless charging
- Flexible** integration in all types of electric, hybrid vehicles & charging stations
- Simple** installation and low maintenance requirement

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Credit: MERCUSO

THE SOLUTION

ezPOD lockers allow users to drop off & pick up anytime at their convenience. We intend to deploy more ezPODs across Klang Valley in the near future, bringing it closer to our customers



THE SOLUTION

Planet indexes the Earth and makes it searchable, the way Google indexes the internet.



KEY BUTLER

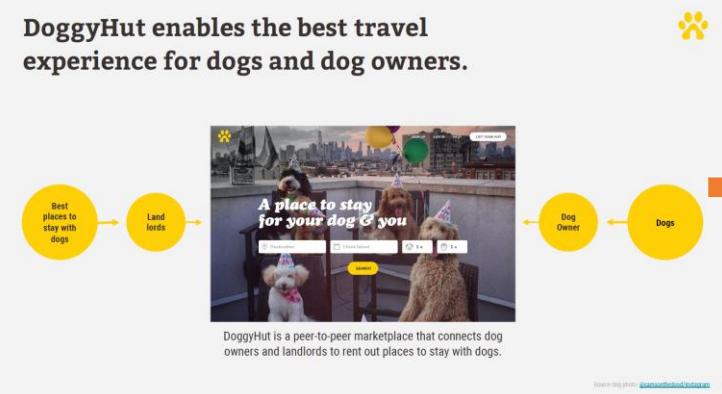
Revolutionizing the accommodation industry with services for homeowners



LOTEL

- Key Delivery**: Check-in and welcoming of guests by Butlers who know the local area
- Cleaning**: Cleaning before guests arrive and between several sets of guest
- Full Management**: Handle communication, Airbnb profile, cleaning, check-ins and everything else
- LOTEL X**: Handle communication, Airbnb profile and coordinate operations

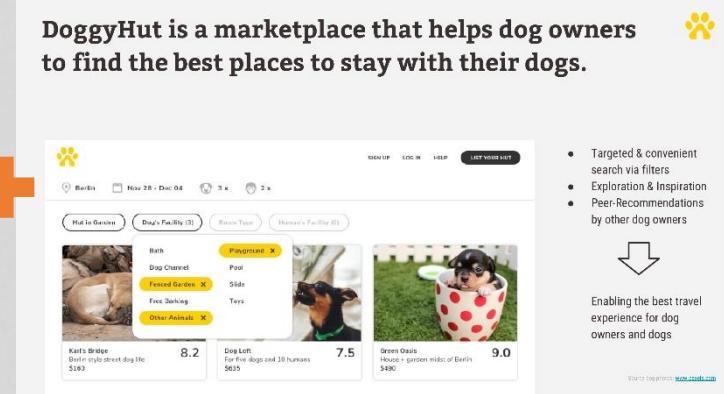
DoggyHut enables the best travel experience for dogs and dog owners.



DoggyHut is a peer-to-peer marketplace that connects dog owners and landlords to rent out places to stay with dogs.

DoggyHut photo: www.doggyhut.com

DoggyHut is a marketplace that helps dog owners to find the best places to stay with their dogs.



- Targeted & convenient search via filters
- Exploration & Inspiration
- Peer-Recommendations by other dog owners

Enabling the best travel experience for dog owners and dogs

Solution

A web platform where users can rent out their space to host travelers to:

SAVE MONEY
when traveling

MAKE MONEY
when hosting

SHARE CULTURE
local connection to the city

3 Product

SEARCH BY CITY —> REVIEW LISTINGS —> BOOK IT!



10 mason street, san francisco, ca 94103 | www.airbnb.com | 800-401-8100 | joel@airbnb.com

10 mason street, san francisco, ca 94103 | www.airbnb.com | 800-401-8100 | joel@airbnb.com

13

3.

POSLOVNI MODEL

Koju vrijednost ima vaše rješenje i kako ćete ju naplatiti?

Sadržaj

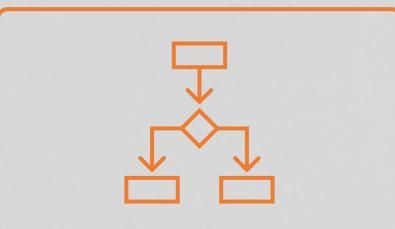
- Jednostavno objasniti kako ćete zarađivati, danas i u budućnosti
- Model prihoda: direktni: ecommerce, pretplata, naknada/marža... ili indirektni: oglašavanje, generiranje leadova,...
- Osnovni pricing parametri: flat naknada, marža, nešto treće
- High-volume ili low-volume biznis

Kako prikazati



$$X \times Y = Z$$

A diagram showing the multiplication of two variables, X and Y, resulting in Z, represented by three orange symbols and an equals sign.



*Words of
wisdom:*

- Jedno je imati rješenje (proizvod/uslugu), a drugo je imati realni i održivi model kako ćete zarađivati
- Jesu li kupci stvarno spremni platiti toliko? Ponudite dokaze ili barem komparativna rješenja iz drugih industrija
- Investitori će preispitivati pretpostavke: cijene, troškove, potrebno vrijeme,...
- Backup slajd: detaljnija pricing strategija, ARPU, unit matematika: cijena vs troškovi=marža; skalabilnost



3.

POSLOVNI MODEL

Primjeri

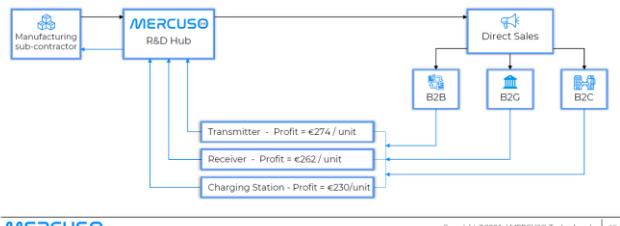
Business Model

7

We take a 10% commission on each transaction.



STRAIGHT FORWARD BUSINESS MODEL



Business model

CORE REVENUE FROM TELCOIN EXCHANGE

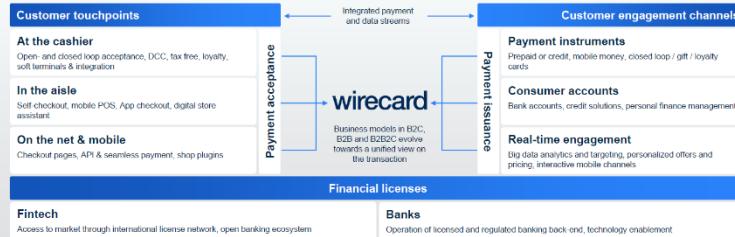
We will enable mobile operators to issue Telcoin by connecting to global exchanges on their behalf. Our primary source of revenue will come from charging mobile operators when they buy and sell Telcoin.

DoggyHut takes in total a 12% commission on each transaction.



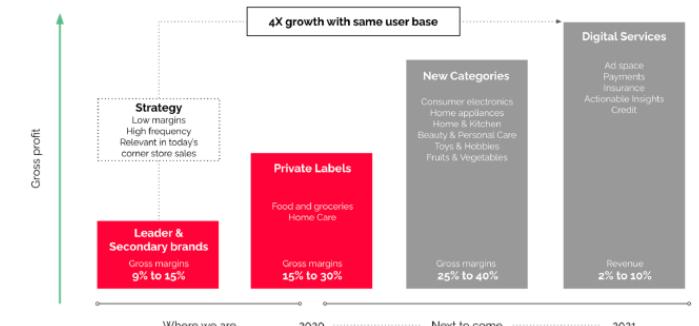
Generating New Business Models...

... by combining digital acquiring, issuing and financial services



© Wirecard 2010

We earn 12% on each sale to stores



4.

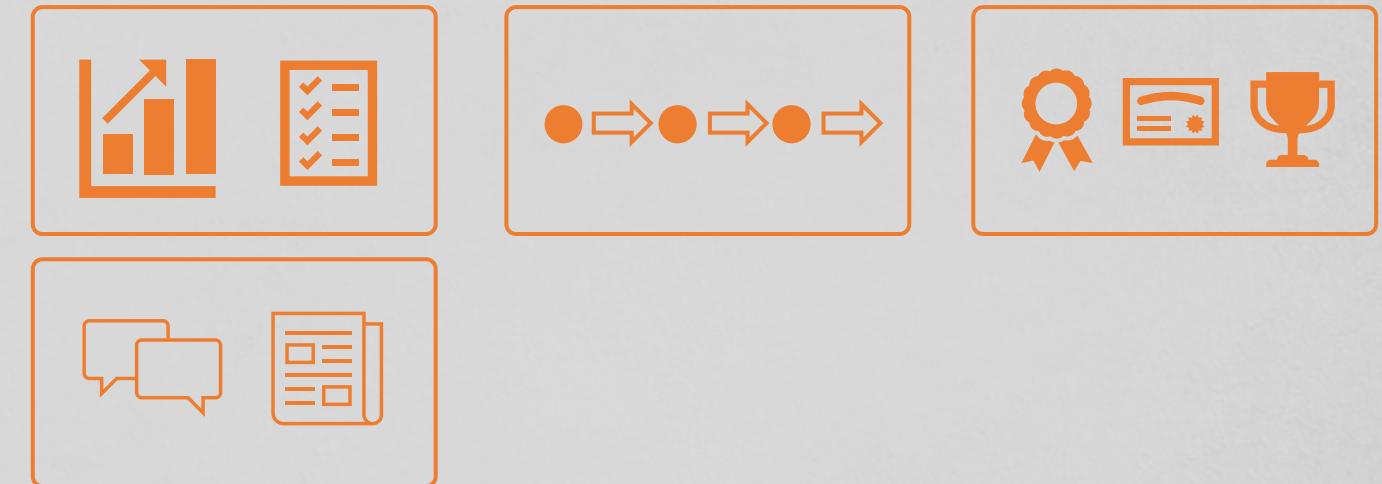
TRAKCIJA / MILESTONES

Imate li neki dokaz da ideja funkcionira? Što je biznis zrelij, to je ovaj dio bitniji

Sadržaj

- Naglasiti do sada postignute *milestone*: korisnici, prihodi, nagrade,...
- *Hard traction*: broj klijenata, prihodi, poznati kupci, pipeline?
- Ako ste na samom početku i nemate klijenata onda barem *Soft traction*: izjave potencijalnih kupaca, pilot projekt, nagrade, članci, ...
- Koji su vam ključni naredni koraci (povezati sa traženim sredstvima na kraju)

Kako prikazati



Words of
wisdom:

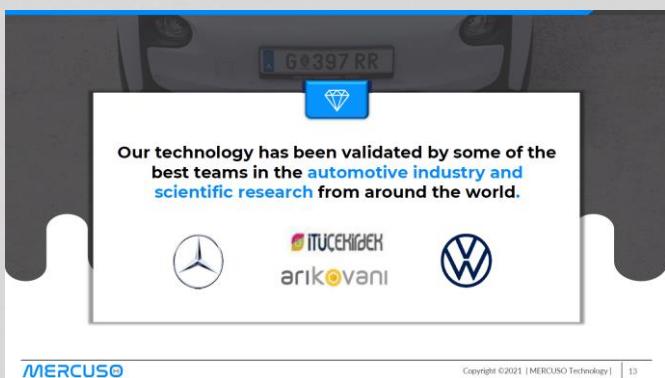
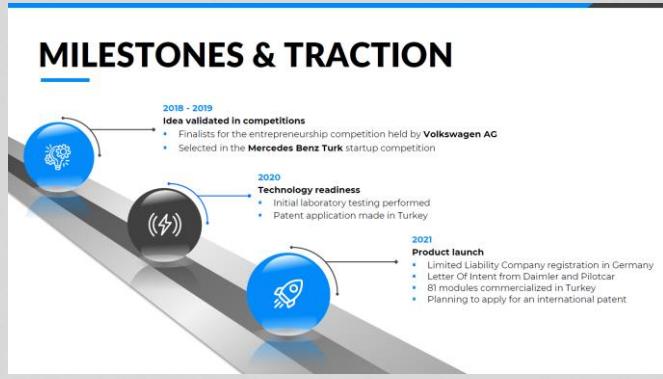
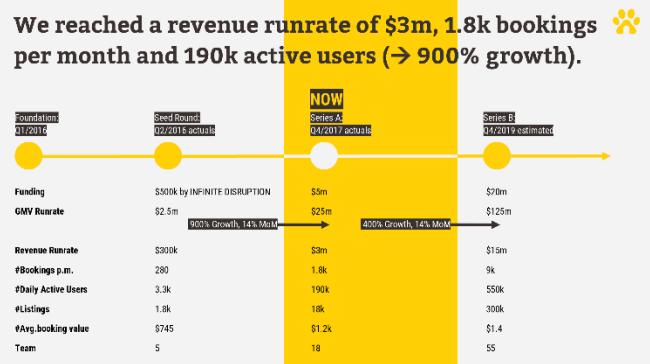
- Jako bitan slajd kao dokaz da vaš koncept, proizvod, pricing i sve drugo zaista funkcionira i da su vaši klijenti spremni platiti za rješenje te da su s njime sretni
- Ono što investitori obično žele vidjeti nije linearan već eksponencijalan rast
- Bitno za profesionalne investitore: prikazati da vam je LTV (Life-time Value of Customer) veći od CAC (Cost to Acquire Customer) – dodatan/backup slajd



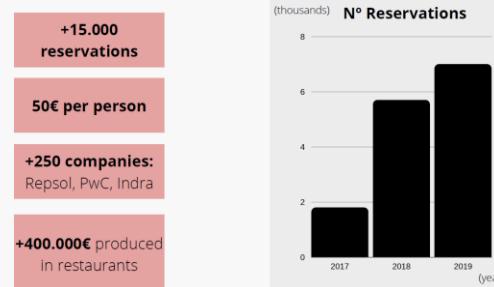
4.

TRAKCIJA / MILESTONES

Primjeri



8.1. Milestones reached - 2019



TRŽIŠTE

Sada kada vjeruju u rješenje i mogućnost zarade treba pokazati da je ciljano tržište veliko

Sadržaj

- TAM: Total Adressable Market – precizno i realno definirati koje je točno i koliko je vaše ciljano tržište
- Veličina tržišta: komadno/vrijednosno, glavni segmenti i profili, stope rasta u narednim godinama?
- Imati kredibilni izvor (Forrester, Gartner,...) – *Top-down* brojke
- *Bottom-up* ako nema druge mogućnosti: broj korisnika x prosječni prihod x frekvencija kupovine

Kako prikazati



Words of
wisdom:

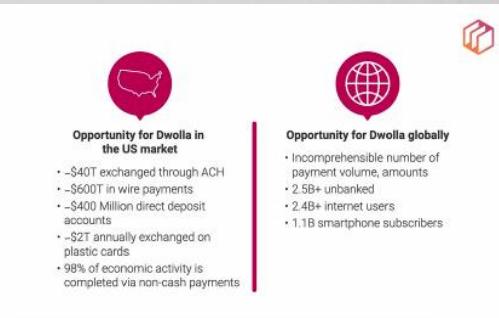
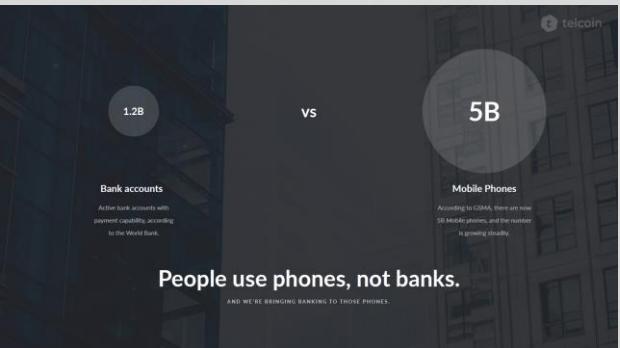
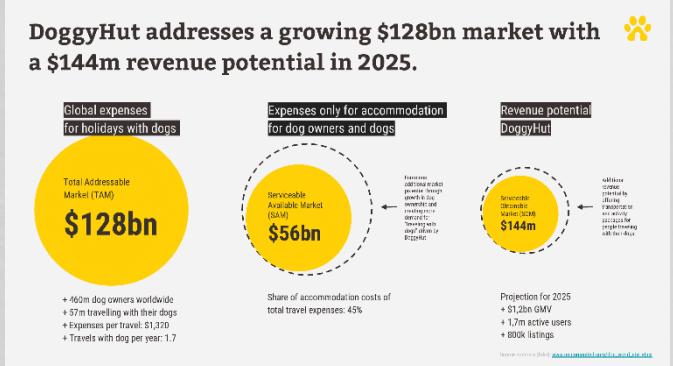
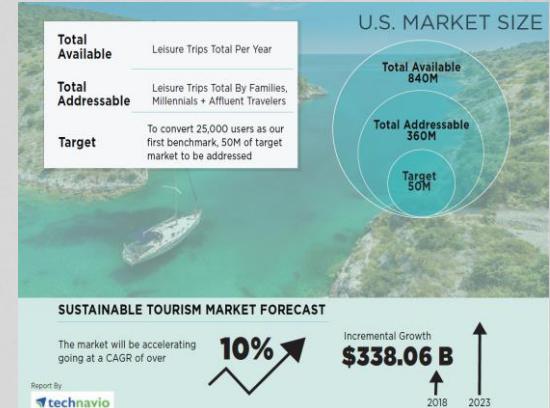
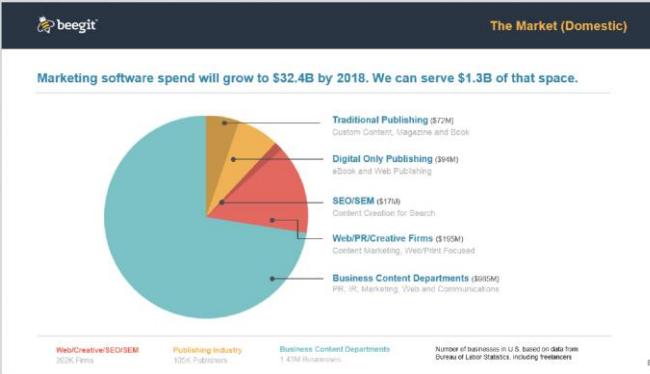
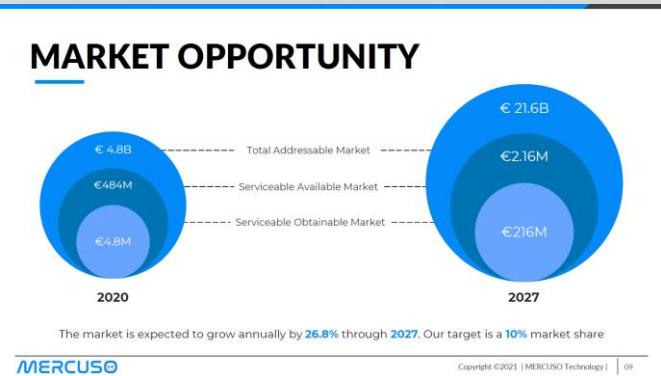
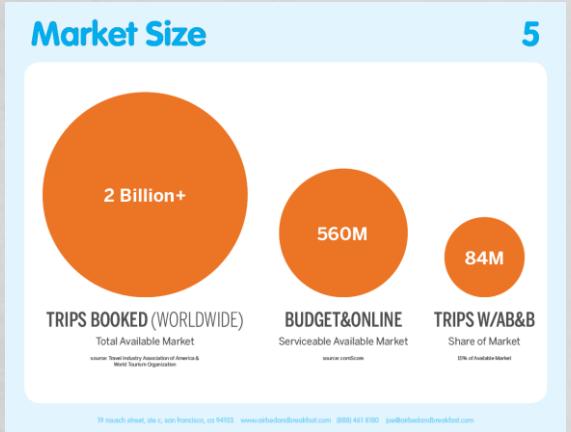
- Ako je procjena veličine tržišta jako niska neće biti dovoljno interesantna investitorima, a ako je previsoka može djelovati neozbiljno – ovaj slajd je svojevrsni test kredibilnosti
- Također je i test ambicije: gledate li lokalno, regionalno ili globalno?
- Backup slajd s detaljnijim segmentiranjem tržišta i specifičnih potreba pojedinih segmenta



5.

TRŽIŠTE

Primjeri



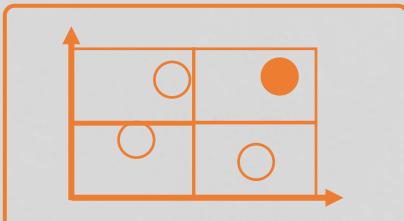
KONKURENCIJA

Ako je tržište interesantno onda sigurno niste jedini, pokažite kako i koliko ste bolji od drugih?

Sadržaj

- Pokazati pregled i razumijevanje konkurenčije, sadašnje i buduće
- Diferencijacija iz očiju klijenata: snage i slabosti konkurenata
- Jasna usporedba kako i zašto ste vi bolji: koji je vaš USP? Da li je održiv?
- Biti konkretan: ako ste jeftiniji – koliko jeftiniji? Ako ste brži – koliko brži?

Kako prikazati



*Words of
wisdom:*

- „Nema konkurenčije!” je red flag, onda možda nema ni tržišta
- Ne omalovažavati konkurenčiju: poanta nije prikazati da su oni loši već da ste vi bolji
- Biti samo „drugačiji” nije dovoljno: da li je prednost dovoljno velika da klijenti preispitaju status quo (postojeća rješenja) - imati dokaze, ne samo vlastito mišljenje
- Opcija dodatan ili backup slajd s detaljnije objašnjrenom „nepoštenom” konkurenčkom prednosti: koja je, koliko će trajati, je li stvarno samo vaša, ...



6.

KONKURENCIJA

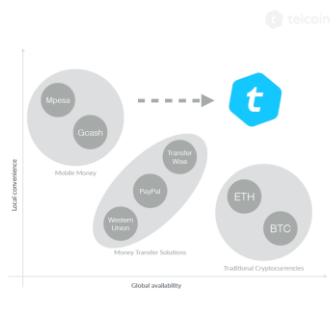
Primjeri

Competition

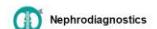
A QUICK GLANCE AT THE NEW CURRENCY SPACE

Today, cryptocurrencies and mobile money are growing, but not in a way we believe to be the most convenient for users in the long term. Cryptocurrencies like Bitcoin are difficult to use, money transfer solutions like Western Union are expensive and either impractical or require access to banking and mobile networks. Banks are too local to be of any use for remittances or global commerce.

Telcoin will increase usefulness and adoption of Mobile Money.



Competitors



Although the biopsy is the traditional approach used to definitively diagnose the IgAN, the use of this innovative diagnostic kit ensures the detection of disease's presence or absence, by avoiding unnecessary operations

Invasiveness

	Nephrodiagnostics	Renal Biopsy
Blood sample analysis	Low invasiveness	Surgical procedure
Almost 20 years before renal replacement therapy	Usually late traditional approach	Direct and Indirect cost due to surgery
Reagent cost for PCR technique	Complex hereditary and routine screening	Complex hereditary and routine screening
Easy hereditary and routine screening	78%	100%

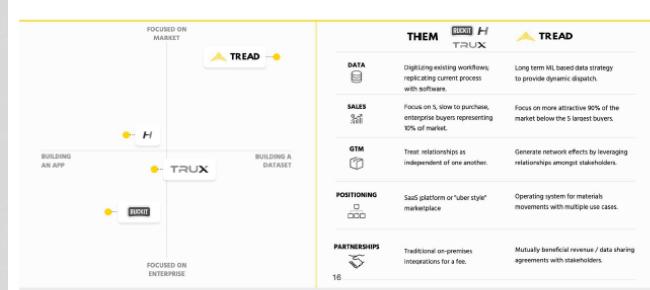
Detection timeframe

Cost

Applicability

Accuracy

Our competitors are building apps for enterprise clients.
We're capturing the market with a focus on data.



LAUNDRY LOCKERS

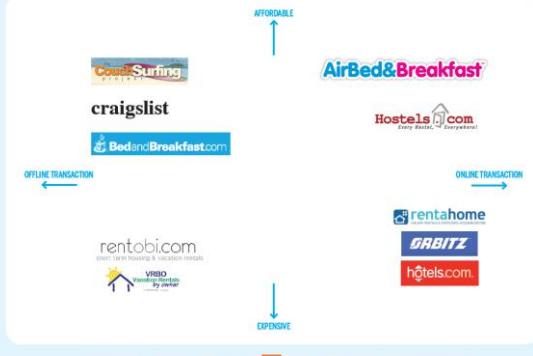
Price Quality Convenient Margin Multiple Revenue

ezi POD	LOW	HIGH	YES	HIGH	YES	Target Customers
Premium Dry Cleaner	HIGH	HIGH	NO	HIGH	NO	
Traditional Laundry	LOW	MEDIUM	NO	MEDIUM	NO	
Coin Laundromat	LOW	LOW	NO	HIGH	MAYBE	

Did we mention, we want to REPLACE traditional laundries? That is because, we don't see the need for laundries to even exist anymore due to the redundancy of the staff

Competition

9



Competitive Advantages

10

1st TO MARKET

for transaction-based temporary housing site

HOST INCENTIVE

they can make money over couchsurfing.com

LIST ONCE

hosts post one time with us vs. daily on craigslist

EASE OF USE

search by price, location & check-in/check-out dates

PROFILES

browse host profiles, and book in 3 clicks

DESIGN & BRAND

memorable name will launch at historic DNC to gain share of mind

Competitors

Key Competitor: Wesabe

- No revenue model – Freemium
- Community based - limited source of information from "wisdom of the crowds"
- Poor traction
- Unspecific suggestions

Potential Entrants

- Develop simple, easy-to-use, free personal finance online application to cater to mainstream
- Quicken
- Acquire Wesabe or similar online application

Mint's Comp. Advantages

- User-specific saving opportunities
- Compelling AI-based auto-sorting
- Easy and intuitive user interface

Mint's Defensibility

- High service switching costs
- 3 non-pending technology patents
- Integration partnerships (TurboTax)

DoggyHut is the only dog focused travel marketplace and has a patented AI solution to acquire hosts.

Marketplace



USPs DoggyHut:

- Best Product Experience for "dog use case"
- Marketplace model
- AI Solution to acquire hosts

Secret Sauce



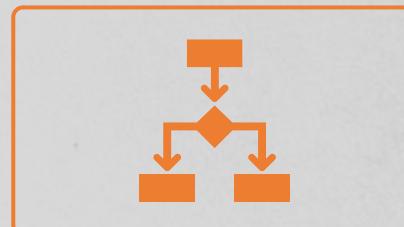
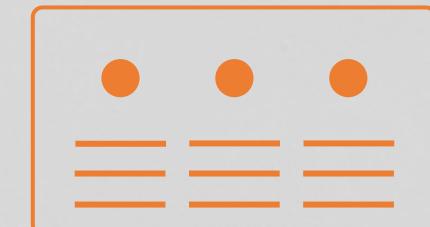
GO TO MARKET

Na redu je predstaviti jasan plan kako ćete točno doći do klijenata

Sadržaj

- Kako ćete dobiti klijente?
- Profilirajte klijente i prodajne kanale
- Proces prodaje: direktno, preko posrednika?
- Evolucija kanala kroz vrijeme?
- Imate li već neki pipeline?
- Prodajni ciklusi, osnovni mkt/sales plan

Kako prikazati



*Words of
wisdom:*

- Ovaj slajd obično bude suhoparna lista poznatih sales/mkt kanala - copy/paste
- Navesti samo par najvažnijih kanala, ne sve
- Investitore zanima kako ćete brže/bolje/profitabilnije rasti, ima li nešto posebno u vašem pristupu što drugi nisu otkrili?
- Backup slajd: metrika: volumen/troškovi/konverzija po kanalima, detaljniji plan aktivnosti



7.

GO TO MARKET

Primjeri

How we will bring Telcoin to life

THE TELCOIN OPEN ECOSYSTEM WILL FOCUS ON CONNECTIVITY TO ANY TELCOS, EXCHANGES & WALLETS

Telco Partnerships
Our team has strong telco DNA, which allows us to negotiate partnerships with operators globally.

Exchanges
We are committed to connecting with existing and future exchanges and inter-blockchain mechanisms like COMIT.

Wallets
We will immediately offer the TenX wallet, but will also help telcos release branded Telcoin wallets and work with third-parties.

Growth Strategy

How we will scale our business

MARKETING & SALES
Acquiring customers

- Online marketing inc. SEM, SEO, SMM, daily deals
- Refer-a-friend discounts for consumers
- Volume/loyalty discounts for consumers & detailers
- Incentive programs for HR and office managers

CUSTOMER SERVICE
Keeping customers

- Dedicated customer service reps for each DMA
- Gleamr staffed community message boards for consumers (public) and detailers (login required)

PRODUCT DEVELOPMENT
Staying competitive

- Consumer Product Advisory Board to drive consumer features
- Detailer Product Advisory Board to drive detailer features
- Add Android App
- Add Website

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9

Adoption Strategy

8

EVENTS
target events monthly

- Octoberfest (6M)
- Cebit (700,000)
- Summerfest (1M)
- Eurocup (3M+)
- Mardi Gras (800,000)

LISTING
with listing widget

PARTNERSHIPS
cheap / alternative travel

CRAIGSLIST
dual posting feature

Logos: GoLoco, KAYAK, ORBITZ

8

Sales Methodology

We used our initial inbound traction to help launch our first sales cycle.

We launched in November and created an initial sales cycle:

- 8 pilot companies converted to customers
- Sales cycle is 45-60 days from engaged prospect to client
- Initial customer base has an LTV of \$4,800 or \$100/MRR

Leads (all content teams)

Qualified Prospects (2875)

Engaged Prospects (\$492K @ 442 companies)

Demo/Roll Out Opportunities (46)

Paying Client

12

DoggyHut has found a scalable demand generation engine and owns unique IP to acquire hosts.

Demand = Travellers

	Q4/2017 (actual)	Q4/2019 (estimated)
Performance Marketing: Facebook & Adwords	77%	55%
SEO: Content Marketing	17%	20%
Viral	3%	5%
Direct & Other	3%	20%
CAC (blended)	\$244	\$284
CLV	\$1,053	\$1,428
Payback	15 months	10 months

Supply = Landlords/Hosts

AI Solution

Identifies automatically hotels, holiday resorts and owners of dog friendly apartments and vacation houses.

Onboarding via Host Acquisition Team (HAT).



ACQUISITION CHANNELS

3 acquisition channels

ORGANIC GROWTH

- 70% of 2015 leads
- Customer word-of-mouth
- Leader on "shared inbox"

SALES

- 40 qualified demos / month / SDR
- 28% post-demo conversion
- \$36k ARR added / month / AE

MARKETING

- Content playbook
- Co-marketing playbook
- Paid acq. unit economics

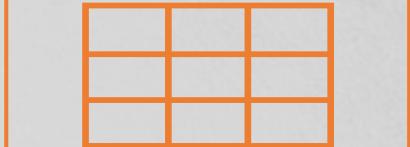
We've identified repeatable strategies to acquire new customers. We will iterate on those and double down on the winners.

Svaki poslovni plan start-upa je „popis želja”, ali prepostavke moraju zvučati realno

Sadržaj

- High-level projekcije za (3-)5 godina:
- Prihodi i glavni troškovi
- EBITDA, EBITDA %
- Cash flow
- Potrebni kapital
- Headcount (opcionalno)
- Naglasiti milestone: prvi prihodi, prvi pozitivan cash flow, prvo profitabilan
- Revenue top-down (realni postoci penetracije) ili bottom up (pipeline)-bolje

Kako prikazati



*Words of
wisdom:*

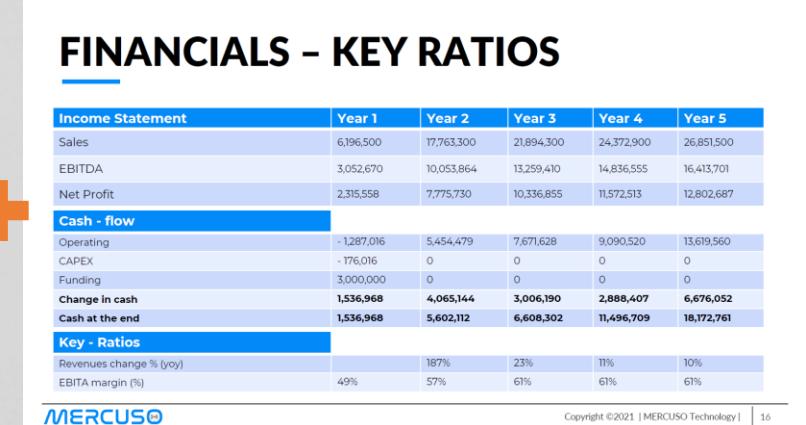
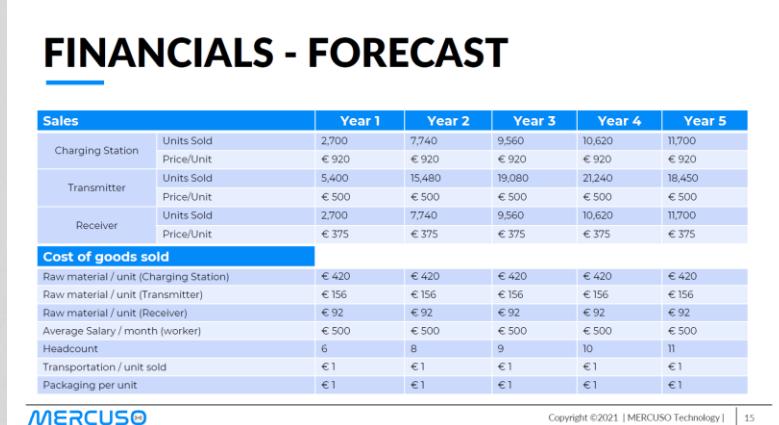
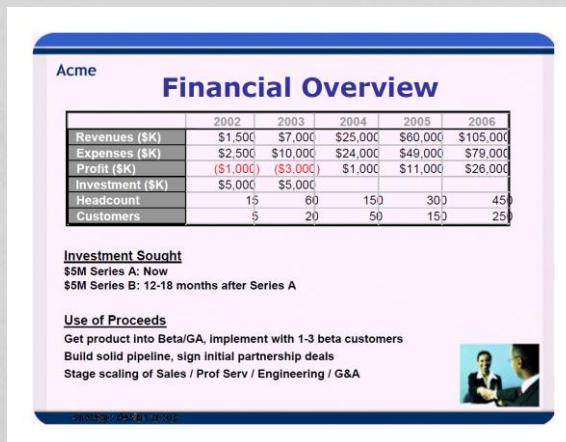
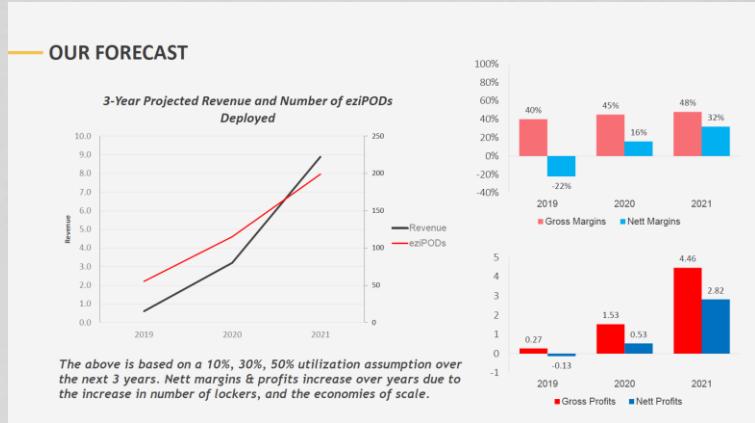
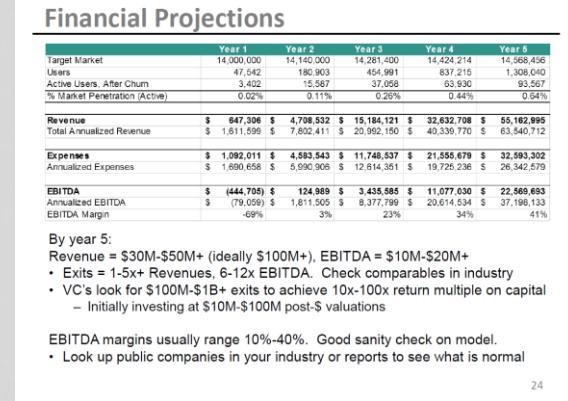
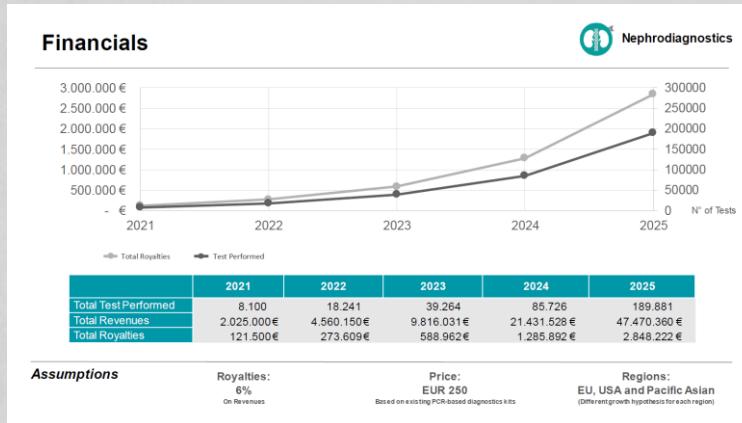
- Investitori će preispitivati sve vaše prepostavke, pogotovo ako poznaju industriju
- Koherentnost, realnost i integritet prikazanoga važniji su od konačnih brojki
- „Measured enthusiasm” – traži se dobra mjera entuzijazma u odnosu na pretjeranu aroganciju
- Pripremiti detaljnije projekcije u backup ako zatreba, pogotovo za „Hockeystick“ projekcije



8.

FINANCIJE

Primjeri



9.

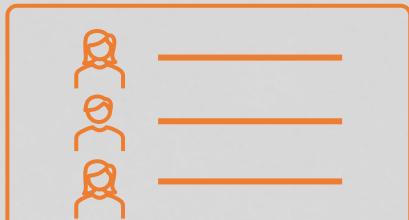
TIM

Uvjerite ih zašto ste baš vi prave (jedine?) osobe da to izvedete?

Sadržaj

- Ključne osobe - Osnivači
- Relevantni prethodni uspjesi, akademsko zvanje ako je relevantno
- Tko što radi, tko vam još treba
- Eventualno navesti ključne savjetnike ako ima poznatih imena
- Profi ili bar pristojne slike

Kako prikazati



Words of
wisdom:

- Ovaj slajd može/treba ići i na sami početak, pogotovo ako je jak tim vaša prednost
- „Idealan” hustler trio: Entrepreneur: spiritus movens, Geek: teh. guru, Salesman: vrhunski prodavač
- Povezati tim s vašim ključnim prednostima
- Ono što investitori žele vidjeti od osnivača: commitment i ability to execute
- Objasniti koji vam još profili ljudi nedostaju i kako ćete ih naći



Primjeri

OUR TEAM

Mükremin Cakmak Founder & CEO Mechanical Engineer with extensive experience R&D and production in the automotive and energy sectors.	Irmak Yolcu Co-Founder & CFO PhD holder in Business Administration with 10+ years of consulting experience in several industries.	Sabrine Chamkhi Co-Founder & CSMO Industrial Engineer, having 6+ years of experience in commercial functions in the automotive industry.
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Co-founders backed by a strong team of 6 Engineers, having an Electronics and IT expertise in the automotive industry

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THE FOUNDERS

	Tan Swee Yeong Angel Investor Invested and exited multiple businesses such as UnrealMind, Ocision (Propwall, iBilik, CarSifu) and Hermo. Other investments include DeliverEat, Atap.co and Hargapedia.		Venon Tian Serial Entrepreneur - Co-founder of Hermiso, a venture builder - Operations chief for multiple businesses - 5 years experience in the laundry industry & manages a chain of franchised laundromats
--	---	--	--

Investors: **HERMISO**

EXECUTION TEAM

	CHRIS DURRAND Geosteering Expert 10+ yrs. Ops Geologist 20+ yrs. Borehole & Surface Geophysics Successful VC Exit in Drilling Project		JOE DOUCETTE Directional Expert Developed Zone Threading Tech Developed MPZ Analysis		IAN GOUDY Startup & Ops Executive Six Sigma Master Blackbelt Broad Industry Experience		BOB SILVER Geophysicist / Explorationist 30+ yrs. Onshore US Experience New Earth Model Technology		ZACH BOYER DA / Cost Management 5 yrs. D&C Supply Chain Experience Decision and Financial Analysis Experience O&G Contract Experience
--	--	--	--	--	--	--	--	--	--

AGEO Energy 3

The founders are well educated, experienced and crazy about dogs. The team already exited a unicorn.

	Marc Saltberg, CEO Harvard Business Economics (MSc)		Elon Muscle, CTO Stanford Data Science (PhD)		Larissa Layer, CMO VHUU Master in Management (MSc)		
Education	Career	Dog	Founding exp	Founded together the leading Unicorn Marketplace Exit for \$1.1b after 3 years			
Billy, 1 yr	Macros	Racket Internet	Larry, 11 yrs	Oli, 7 yrs	Source: www.panda.com		

Team

Nephrodiagnostics's team is formed by highly qualified technical-scientists in the field of Nephrology. The team in addition relies on a network of knowledge in the research, industrial and financial sectors with successful entrepreneurial experiences thank to its Advisory Board

TEAM	ADVISORY BOARD			
Francesco Paolo Schena Chief Scientific Officer • Emeritus Professor of Nephrology, Dialysis and Transplantation, University of Milan, Italy. • President of the Schena Foundation c/o Veterinary Medical School, Milan, Italy. • 20 th in Expertscape ranking of Expertise in IgN Worldwide	Sharon Natasha Cox Researcher • Pharmacist. • Ph.D. in Biostatistics applied to Organ and Tissue Transplant.	Rosa Ragone Researcher • Biologist. • Ph.D. in Medical Biochemistry and Molecular Medicine	Maria Emilia Mercurio Researcher • Biotechnologist. • Ph.D. in Molecular and Cellular Biotechnology	Luigi Nicolais Advisory Board Chairman • CEO Materias. • Emeritus Professor Science and Technology of Polymers Univ. Federico II di Napoli

The team is willing to introduce a Professional for Customer & Business Development and additional Advisor members

Team

Joel Gascoigne
Co-Founder, took the idea to revenue in 7 weeks, Masters in CS

Leo Widrich
Co-Founder, marketeer, took Buffer from 200 to 55,000 users

Advisors

Guy Kawasaki
Former Chief Evangelist of Apple, Co-Founder of Alltop, Author of ten books

Hiten Shah
CEO / Co-Founder of KISSmetrics, Previously started CrazyEgg & ACS

Previous Investors

buffer

10.

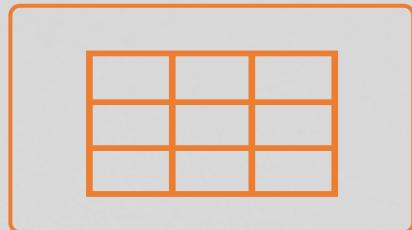
THE ASK

Šećer na kraju: što/koliko zapravo tražite od investitora?

Sadržaj

- Koliko tražite? Kako: dug, kapital,...?
- Trebate li i podršku osim novaca, što trebate da uspijete u svom naumu?
- Ako imate posebne uvjete, koji su?
- Kako ćete potrošiti? Ljudi, marketing, oprema? Burn rate?
- Runway: koliko će trajati? (bar 18 mjeseci...)
- Što ćete postići? Procjene valuacije? (povezano s fin. projekcijama)

Kako prikazati



Words of
wisdom:

- Backup slajd: pregled dosadašnjih investicija i investitora
- Naglasiti eventualne sinergije s tim potencijalnim investitorom
- Ispitati s investitorima proces do sklapanja posla; Next steps: follow-up sastanak?
- Ako prezentacija nije za investitore i nema direktnog traženja, prezentacija se može završiti sa Summary slajdom: 3-4 ključne točke, dati im 2-3 rečenice kako će oni drugima prepričati ako im se sviđa



10. THE ASK

Primjeri

THE ASK

€ 3 Million Seed Round

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MERCUSO

Category	Percentage	Description
Ramp up hiring in R&D	30%	
Patent Acquisition ISO 26262 Product Certification Marketing & Customer Acquisition	60%	
Production & logistics related costs	20%	

eziPOD is seeking for

RM 1.25 MILLION INVESTMENT

for 20% at a RM 6.25 Million valuation

What we need

Lead investor to invest \$1M in a \$1.5M round

To hire the initial engineering team (5 Developers + UI/UX Designer), build the product and work closely with early PoC customers to neatly integrate with their existing systems and architecture.

This capital will provide ca. 19 months runway, which brings us to a public paid launch with 10 paying clients.

\$1.5M USD

evervault

Financial

14

We are looking for 12 months financing to reach 80.000 transactions on AirBed&Breakfast.

ANGEL ROUND	\$500K
TRIPS W/AB&B	80K
REVENUE	\$2M
initial investment opportunity	avg \$25 fee

91 mason street, san francisco, ca 94103 | www.airbedandbreakfast.com | 888 441 8180 | paul@airbedandbreakfast.com

Funding Requirement

Nephrodiagnostics will be founded as a startup created by Fondazione Schema and Materias. The funding requirement will be used to startup the company, design the certification process and execute the clinical investigation to prove safety and efficacy of the developed solution

Investment Category	Funding Amount Requested (€)
Startup Foundation (administrative and legal support)	5 K
International Patent Maintenance and new patent submission	15 K
Certification process design and implementation (device risk classification, CE technical file draft, finalization of clinical investigation, ...)	155 K
Team salary	75 K
Total Investment	250 K

DoggyHut is raising a \$5m Series A.

Become now part of our journey:

We're looking for an investor to lead our \$5m Series A round with at least \$3m.

All of our existing investors already committed to take their pro rata.

Doggy Hut

Marc Saltberg, CEO
marc@doggyhut.com
+4912345678 9

Zadnji slajd je bitan kad se prezentacija šalje, u prezentaciji uživo nije toliko važan

Sadržaj

- Ponoviti sadržaj i look&feel s prvog slajda:
- Ime tvrtke/projekta
- Logo
- One liner: esencija biznisa u jednoj izjavi
- Kontakti

Kako prikazati



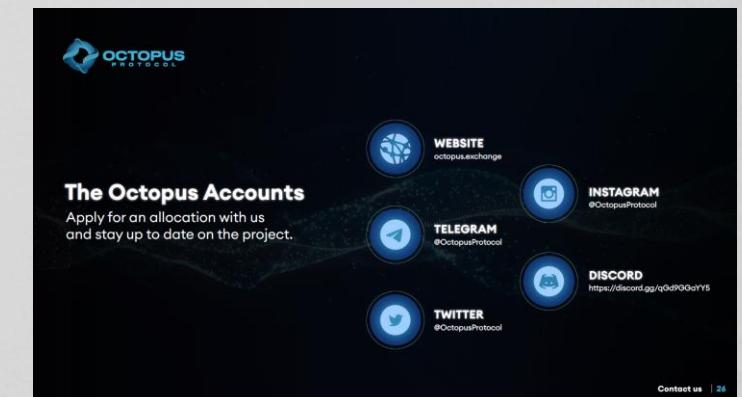
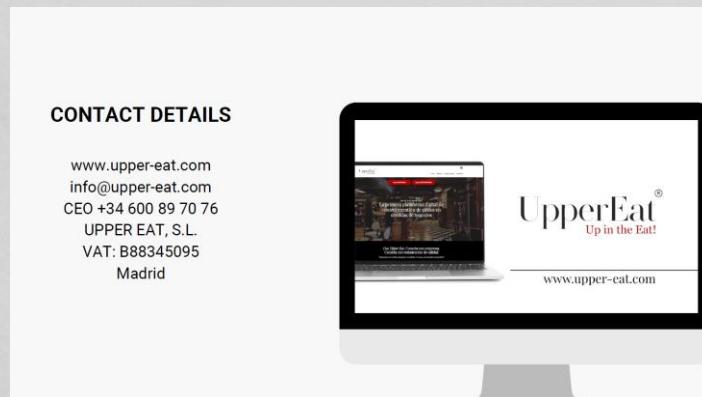
*Words of
wisdom:*

- U prezentaciji uživo vjerojatno ćete prezentaciju zaključiti s prethodnim slajdom (The Ask) od kuda će se nastaviti diskusija i razgovori
- Ovaj slajd je bitniji za deck koji se šalje mejlom kako bi na kraju publici dali kontakte kako vam se mogu javiti ako ih projekt zanima



KONTAKTI

Primjeri



Slobodno se mogu dodati slajdovi potrebni za vaš specifični projekt, kao i (brojni) backup slajdovi ako bude potrebno



*Words of
wisdom:*

U ranim fazama razvoja ovih dodatnih slajdova vjerojatno neće biti, s rastom kompanije i kasnijim rundama investiranja rasti će i opseg dodatnih informacija.



Fokus VAŠE priče ovisi o tome što ste i gdje ste, ne pokušavajte biti sve odjednom

Priča o TRAKCIJI



Imate sjajne pokazatelje rasta = dokaz da ideja funkcionira

Priča o TIMU



Imate jak tim s nizom uspjeha iza sebe

Priča o TEHNOLOGIJI



Imate revolucionarnu novu tehnologiju/procese



Priča o VIZIJI



Imate „neodoljivu“ viziju budućnosti

Words of
wisdom:

Bar jedan element bi trebao biti toliko jak da pokrije eventualne nedostatke u drugim segmentima. Fokus stavite na ono gdje ste 3x bolji, ne na nekoliko stvari gdje ste 3% ili 30% bolji.



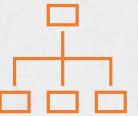
Javite nam se da vam pomognemo ispričati/prodati vašu priču!



Priča



Sadržaj



Struktura



Vizuali



Savjeti



Primjeri



prezentacija

Radionice | Predavanja | Izrada prezentacija | Savjetovanje

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