

FREE VERSION

PART II: Slides

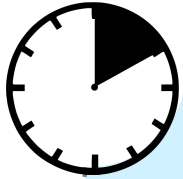
Author: Jean-Pierre Vuilleumier
©2017

PART II: Slides

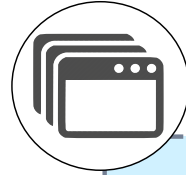
Index

Intro		2
Slide 1:	Title Slide	3
Slide 2a:	The Problem	4
Slide 2b:	The Opportunity	5
Slide 3:	Your Solution	6
Slide 4:	Underlying Magic	7
Slide 5:	Market	8
Slide 6:	Competition and Competing Tech	9
Slide 7a:	Value Chain/Business Model	10
Slide 7b:	Traction	11
Slide 8:	Implementation Road	12
Slide 9:	Team, Board and Advisors	13
Slide 10:	Financial Overview	14
Slide 11:	Financial Offering (Call for Action)	15
Slide 12:	Q&A Overview	16

Intro



**$\leq 3-10'$
MAX!**



≤ 12 Slides



= Text



**= Pictures
(facts, examples, prototypes)**

Slide 1: Title Slide

LOGO



Mantra

Event name and Logo

Speakers and Date

Contact Info:

Phone

Email

www.

Slide 2a: The Problem

Problem

description:

- Who is concerned
- How is it felt
- Fields
- Better a wrong

Facts or Examples



**Consequences if
not solved**

Slide 2b: The Opportunity

Opportunity description:

- Increase quality of life
- Keep something good

Missed chances

Facts or Examples



Slide 3: Your Solution

Impact

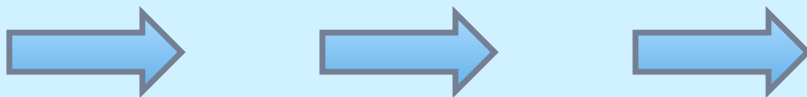
Value proposition

- Customer
- Partner

USP

- Max 3 points

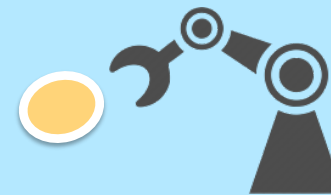
Follow-up products



Patent

Mention it if you have one

Pictures of prototypes



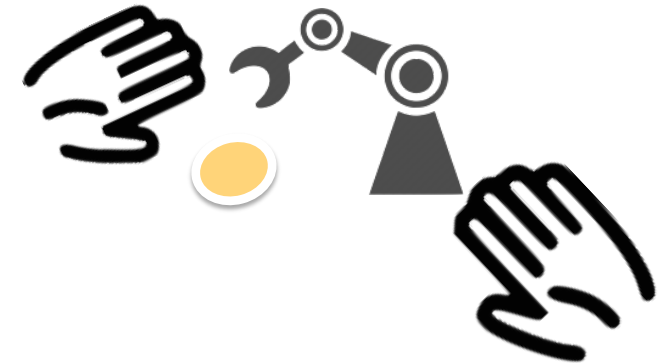
Slide 4: Underlying Magic

(only slide about Technology)

Description of Solution

- Technology
- Secret sauce
- Magic

Demonstrate it



Proof of concept (PoC)

Pics of tests



Diagrams



Slide 5: Market

Market Potential:

- Size and Growth
- Segments / Applications
- Addressable Market
- Target Market

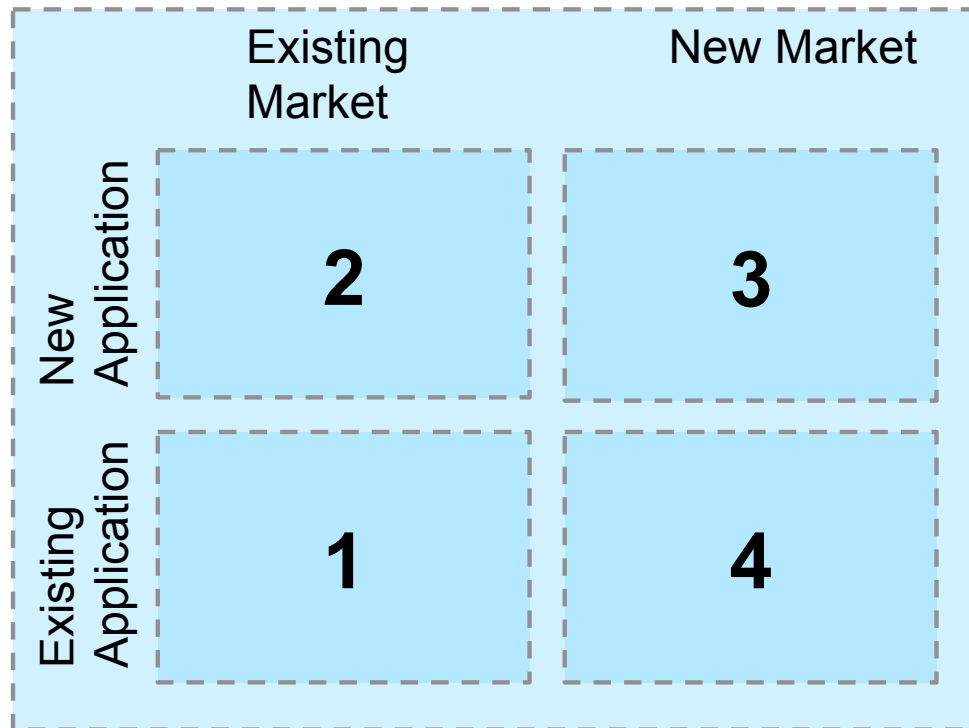
Top down  Bottom up

Customers list

- Real
- Potential

Slide 6: Competition & Competing Tech

- **Names of Potential or real competitors (landscape)**
- **Show Competing Technology**



Slide 7a: Value Chain / Business Model

Logos

1

**Supply &
Research
Partners**

2

**Own
Key
Competences**

3

**Distribution
partners
-direct
-indirect**

3

**Customer
and/or
Enduser**

Key Competences

- R&D, IP
- Quality Control
- Regulatory
- Marketing and Sales

Business Model

- Freemium
- Razor Blade model
- Full Offering
- Pricing

Slide 7b: Traction

Traction

- KPI (key performance indicators)
- On timeline (with graph)
- Indicate events triggering changes on timeline

Possible KPI's


- Sales (would be best)
- Number of subscribers
- Number of paying subscribers
- Retention rate

Slide 8: Implementation Road

Achievements

- PoC
- First Customers / Sales
- Partnerships
- IP
- Research Grants / Financing

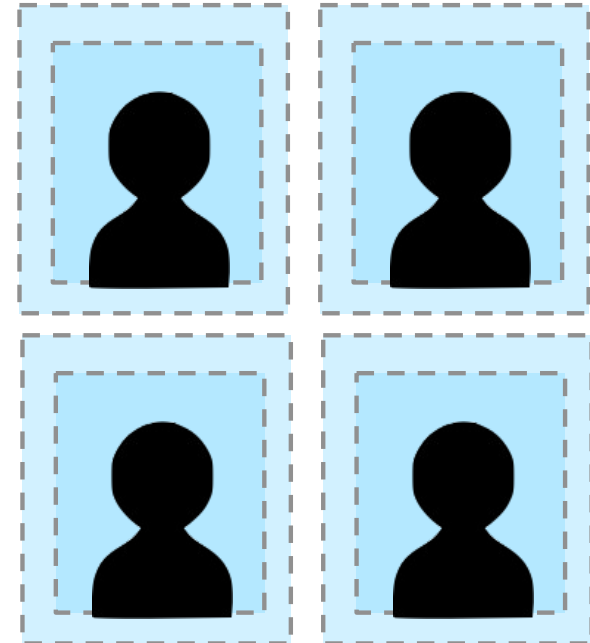
Next Steps

- Roadmap with Milestones
- 
- Closing next financing round
 - Market Launch DACH
 - Hire Sales Reps

Slide 9: Team, Board and Advisors

Management

- Full Name
- Function: CEO – CFO- CTO - CSO
- Co-Founder?
- Educational Background
- Business Experience



Only mention if you have
great **Board of Directors**
and/or
Advisory Board Members

Slide 10: Financial Overview

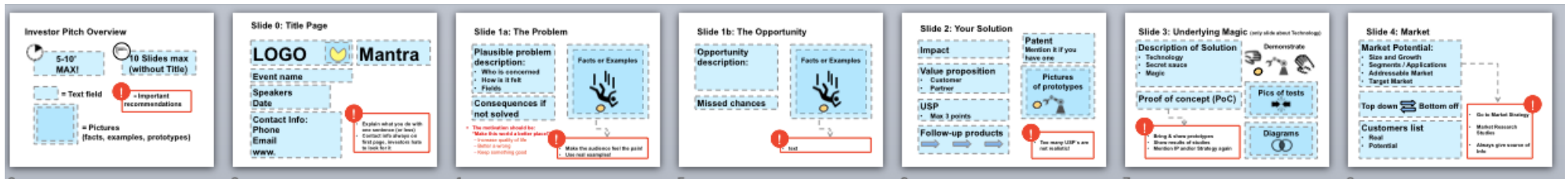
	Year 1	Year 2	Year 3 - 5
Sales			
Net Profit			
Free Cash Flow (Capital Need)			
FTE (Employees)			

Slide 11: Financial Offering (Call for action)

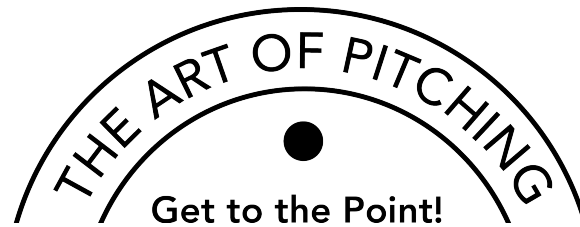
- **Current ownership: 100% Founders & FF**
- **End 20xx: CHF 2 Mio. first round, closing mm/yy**
- **Use of funds:**
 - **Expansion Step 1: hire x FTEs**
 - **Product development**
 - **Quality Control System / Regulation (CE, FDA)**
- **End 20xx: CHF 4 Mio. second round (no details)**
- **Exit: Trade Sale (e.g. to ...)**

Slide 12: Q&A Overview

Technology	Market	Financials	Others
Patents	Segments	Income	Awards
PoC	Size	Balance Sheet	Risks
Pilots	Channels	Cash Flow	CV's
Sunk costs	Competitors	Shareholders	SWOT



Contact



Jean-Pierre Vuilleumier

+41 79 251 32 09

vui@me.com

pitching.ch