Pitch preparation:

1. 10 -15 slides for presenting in 7-10 minutes

Content:

1. Opening/introduction
2. overview AE+ lucloi
3. Market overview
4. problem
5. product
   1. lucloi
      1. social media based
      2. purchase history
6. $$$ - business model
7. long term plan
8. people
9. contact + Q&A
10. Well-explanation handout
    1. eCommerce Timeline of Indochina/Mekong Countries //Proof the future of eCommerce
    2. Comparing SEA eCommerce Timeline to China and U.S //Proof that Vietnam is on the track to the futurew
    3. ASEAN Ecommerce Landscape
    4. Key Factor Fuel Ecommerce
    5. Return: Feedback and recommended people/mentor for us //Collecting valuable information and key people
    6. Logo, web, team, contact information

Most important slide is first

Market Potential

Competitors

Estimation of how much it costs

Business Concept

Emphasize the key concept of social media based marketplace

Team

How do we deal with the trust issue? Delivery, how long and is it safe?

Review system and effect of social media like (Mutual friend with vendors) => solve product quality

Key: Money, transactional services => partnership?

How long to take off => Long term plan aka product timeline

Focus on young people

Partnership

Hand-out to audience how ecommerce can take off

risk and benefit is always go together, high risk then high return. Why we choose SEA?

giving example

List of Q&A:

Overview:

* What does the company do?
  + Building and running online social media based ecommerce platform to support SMEs and evolving the way people shop online in the target region.
* What is unique about the company?
  + User interactive platform
  + Modern UI
  + Escrow
* What big problem does it solve?
* How big is the market opportunity?
* Where are you headquartered?
* How big can the company get?

Founder Team:

* Who are the founders and key team members?
* What relevant domain experience does the team have?
* What key additions to the team are needed in the short term?
* Why is the team uniquely capable to execute the company’s [business](http://www.forbes.com/business/) plan?
* How many employees do you have?
* What motivates the founders?
* How do you plan to scale the team in the next 12 months?

Product and Services:

* Why do users care about your product or service?
* What are the major product milestones?
* What are the key differentiated features of your product or service?
* What have you learned from early versions of the product or service?
* Provide a demonstration of the product or service.
* What are the two or three key features you plan to add?

Competition:

* Who are the company’s competitors?
* What gives your company a competitive advantage?
* What advantages does your competition have over you?
* Compared to your competition, how do you compete with respect to price, features, and performance?
* What are the barriers to entry?
* Why not Instagram and Facebook to trade as they have done it regularly?

1. Instag. and FB is not designed to be a marketplace
2. Timeline of eCommerce, Vietnam and SEAs are developing, everything we do now involves the internet. At one point in the close future, the majority of trading will be online just like China and Western Countries.
3. There is a need for a platform service

Marketing and Customer Acquistion:

* How does the company market or plan to market its products or services?
* What is the company’s PR strategy?
* What is the company’s social media strategy?
* What is the cost of a customer acquisition?
* What is the projected lifetime value of a customer?
* What advertising will you be doing?
* What is the typical sales cycle between initial customer contact and closing of a sale?

Traction:

* What early traction has the company gotten (sales, traffic to the company’s website, app downloads, etc., as relevant).
* How can the early traction be accelerated?
* What has been the principal reasons for the early traction?

Risks:

* What do you see are the principal risks to the business?
* What legal risks do you have?

1. Government

* Do you have any regulatory risks?
* Are there any product liability risks?

End Game:

* What is the likely exit – IPO or M&A?
* When do you see the exit happening?
* Who will be the likely acquirers?
* How will valuation of an exit be determined given market comparables?

Intellectual Property:

* What key intellectual property does the company have (patents, patents pending, copyrights, trade secrets, trademarks, domain names)?
* What comfort do you have that the company’s intellectual property does not violate the rights of a third party?
* How was the company’s intellectual property developed?
* Would any prior employers of a team member have a potential claim to the company’s intellectual property?

Financials:

* What are the company’s three-year projections?
* What are the key assumptions underlying your projections?
* How much equity and debt has the company raised; what is the capitalization structure?
* What future equity or debt financing will be necessary?
* How much of a stock option pool is being set aside for employees?
* When will the company get to profitability?
* How much burn will occur until the company gets to profitability?
* What are your unit economics?
* What are the factors that limit faster growth?
* What are the key metrics that the management team focuses on?

Financing Round:

* How much is being raised in this round?
* What is the company’s desired pre-money valuation?
* Will existing investors participate in the round?
* What is the planned use of proceeds from this round?
* What milestones will the financing get you to?

Additional:

What problem are you solving?

How did other attempted to solve this before? Why did their solution succeed or fail?

How many specific benefits for your product can you list?

Can you state, in clear language, the key features of your product or service?

Does your idea already exist in the same way you were going to create it?

Who are your potential competitors?

What key features does my product or service have that others will have a hard time copying?

Have you done a SWOT analysis? List your SWOT

Do you have access to the various resources you need to launch a business

Do you have a mentor or industry advisor that you can call on?

Can you name somebody who would benefit from your product or service?

What is the size of the market that will buy your product or service?

Have you reached out to potential customers for feedback?

Can you set up a landing page and encourage interested people to sign up for more information?

What would it take to build a minimum viable product to test the market?

Do you have distributors or partners to help you scale your business?

What will it take to break even or make a profit?

How can investors in your idea make a profit?