

**Presentations should be no more than 10 slides and the initial business plan should be no more than 2 pages long. Please include links to web sites and/or product information.**

## **Business Plan Guideline Document**

Business Plans will be the condensed version of your initial pitch in a word document no more than 2 to 3 pages long.

## **Initial Pitch Guideline Document**

The key objective of your pitch at this point is to create interest and open the door for the next level of details and discussions. The VE/LAN evaluation panel will evaluate all Initial pitch documents. Plans evincing interest will move into the detailed pitch stage. Giving too much information or too much detail at this stage is, unnecessary and, in fact, may dilute the key messages that you are trying to convey. Below are some of the guidelines to help you achieve the right balance, though you are welcome to structure the pitch as you see best.

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### **SLIDE 1. BACKGROUND OF CO-FOUNDERS AND KEY TEAM MEMBERS**

Important to show Team - very strong founding team and deep expertise in the core area the venture is targeting

I am X. My background is XX and I am a first-time entrepreneur. Show that you and the team have deep expertise in the core area our venture etc.

Introduce your key team including board members and advisors, emphasizing their academic and working experience that is relevant to your business. The reader must be able to assess, and get comfortable with, your ability to implement your plans.

### **SLIDE 2. WHAT IS THE BUSINESS?**

Venture's Name, Industry, Explain how the venture/idea meets a very clear need and has a large market ("Not a niche")

What problem you are trying to solve, ideally use images and few words.

Eg:

Takas - Become the largest E-Com player in the country. Brings retail to your doorstep.

Saraii - Sustainable tourism offering a differentiated hotel experience.

OMAK - Leading mobile POS cloud software for restaurants.

Take the reader through a description of the larger space you are operating in, highlighting the gaps and opportunities, the market leaders, the size & scalability, etc and then, in brief, introduce your proposition. The reader must be able to appreciate your knowledge of your space and where your proposition sits within the larger context of that space.

## **SLIDE 3. USP**

What is unique about your venture? How will you differentiate? It will be good to Demo the product - "bring it to life". If this takes time to set up, please coordinate with us via email before your pitch. Present your business model and its USPs (including any IP and other entry barriers you may be creating), the specific market & geography segments you will be addressing, etc. Highlight any validation you may have done that supports your proposition. The reader must be able to clearly relate your proposition and business model to the opportunity.

## **SLIDE 4. MARKET SIZE**

Show the total addressable market size for this product and how big can the company get in five to seven years. You should very clearly define the segments and countries you plan to capture in the next five years.

e.g.: market is 1B and I plan to get 10% of this in year 1, you can touch on years 2 to 5

## **SLIDE 5: SHOW TRACTION IF THE PRODUCT IS LAUNCHED.**

Venture stage (Concept only / Product in development / Prototype ready / full product ready / Current Revenue line). If Product is launched (i.e. not just an idea) show some level of user validation (B2B - customer feedback, B2C - engagement metrics)

Show the key metrics: users, transactions, revenue, gross merchandise value (GMV), sources of acquisition channels, cost per acquisition (CPA) vs. lifetime value (LTV), etc. for businesses that have already launched; if product/services is not launched, then outline where you are with the venture (concept stage, prototype built, etc.) and give the timeline of when you expect the next set of milestones. Present your infrastructure, your key partnerships, customers, etc.

## **SLIDE 6. SHOW FINANCIAL FORECAST FOR THE COMPANY**

Should tally with market size you plan to capture by country. e.g. projected revenues / cash flow and how you plan to get this. Elaborate on the first two years.

Year 1 - \$500K; Year 2 - \$1M; Year 3 - \$3M; Year 4 - \$6M; Year 5 - \$10M

Financials in USD: In a table summarize your past years' revenues and profits and project the same for the next two to three years. For seed deals it will be difficult to have detailed financial projections since we will have many unknowns, thus state your assumptions where applicable, keep it simple and think through "how could the venture generate revenues" .

## **SLIDE 7. COMPETITION, PRICING AND ENTRY BARRIERS.**

Show the key competitors and clearly outline how you plan to be different. Explain the direct/ indirect competitors (National and international) and contrast the offerings. Run the investors through venture's Differentiators.

Risks and Mitigation Strategies: Explain the risks with your business plan and qualify the same, if you can.

## **SLIDE 8. (OPTIONAL) ENVIRONMENTAL/SOCIAL IMPACT**

(New award category for high growth business plans with environmental/social impact - If you feel your company addresses a social/environmental issue, include this additional slide in your business plan)

Include details of how your business/product/service is or aims to create a positive social/environmental impact.

a. Who - You can start with an introduction to clearly identified beneficiaries;

eg:

You source from disadvantaged/marginalized sections of society? OR

You sell an essential product or service to marginalized/disadvantaged sections? OR

You have a product that enables better delivery of an essential service to a section of the society OR

You have a product/service that can benefit the environment/bring about energy efficiency

b. What is the social/environmental issue your business/product/service aims to resolve?

eg:

Issues with access to clean drinking water OR

Limited access to employment opportunities

c. How will your product/service and business model change this? (Please support with specific numbers wherever applicable).

1. Total number of beneficiaries by Year 1, Year 3 (mandatory)
2. Potential ways of scaling impact (mandatory)

## **SLIDE 9. FUNDING REQUIRED AND USE FOR FUNDS.**

State the funding you have received to date (whether VC, family, etc) and what funding you are now seeking and by when. If you have a forward projection of your funding requirements, state the same. If known, state your valuation expectations for the immediate funding round as, also, any expectations you may have from your VC/ Investors. Also explain what will be the allocation of funds.

## **SLIDE 10. EXIT**

You should think through the exit mechanism in five to seven years. Look at options the ability to get to Series A funding after seed funding

Can you see a 10x return on the seed investment? At seed stage, the \$100m valuation threshold will be hard to gauge, but you should certainly be able to see how we get to 10x of current valuation and have a rational way of getting there.