

Start up: how to pitch?

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Word of the day

- Pitching



Slika: <http://www.globaltv.com/pitch/>

Start... up!

- So you think you have a start up idea?



Media: <https://www.inqbation.com/wp-content/uploads/2013/10/startup-660x400.jpg>

Position yourself!

- Identify and describe the **problem**
- Define the **solution**
- Who is your **competition**?
- Identify the **market**
- Form a **team**

Things to consider

- Idea and attitude
- What makes you different?
- Intellectual property
- What can you do for me?
- Business plan



Idea...

- Original
 - Unique
 - Appealing
 - Simple
 - Powerful



Media: <http://mad-learn.com/wp-content/uploads/2015/07/ideas.jpg>

.... and attitude

- Look alive!
- Do you believe in the idea?
- Would you invest into it?

1996-97



Intellectual property

- Trademarks
- Patents
- Copyright
- Licenses (closed and open)
- Documentation



www.shutterstock.com - 82418215

What can you do for me?

- Profit **so far**
- Income **projections**
- Numbers of **users**
- Visibility, **growth engine**



Media: <http://www.psdgraphics.com/graphics/growth-chart/>

Business plan

- Investment model and dynamics
- Return on Investment
- Profit and loss
- **Exit strategy**



Media: <http://obdc.com/free-business-plan-template/>

Pitching the idea

- There is a **BIG problem**
- We have the **BEST solution**
- Our **competition is BEHIND**
- Market potential and/or size is **PROMISING**
- We have the **BEST team**

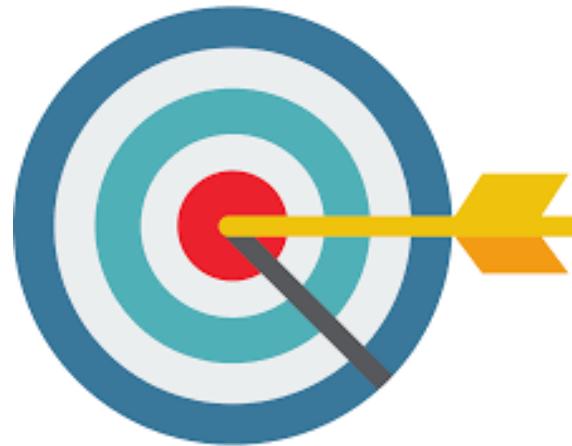
What if it fails?

- Good news! Failure is **success** if we learn something from it.
- Be brave, **move on**.
- **Value** (money) is **made** when you realize the failure.



Pitching slides outline

- Problem
- Solution
- Competition
- Market
- Team



The end

- If it fails, **stay cool!**