

# KIC Classic Pitch Training

Ghana | November 2024



# About the Content Providers & Trainers



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Specialist, DAI

# Anatomy of a Business Pitch



Problem Statement

Target Customer/User

Solution



How It Works

Value Proposition

MRT Learnings

Demo



Competitor Analysis

SWOT Analysis

Market Size

Go-To-Market Strategy



Roadmap

Revenue Model

Ask/Budget

Team

# Slide Order for Classic Final Pitch Deck

- Introduction
- Target User / Customer Persona
- Problem
- Solution
- How It Works
- Value Proposition
- Impact
- Competitor Analysis
- Collaborators & Partners
- Market Size
- Go To Market Strategy
- Revenue Model
- Cashflow Statement / Financial Projections
- Cashflow Chart
- Roadmap
- Team
- Demo

# The Intro

Showcase your following about your business

- Team Name
- Tagline
- Logo

Show a photo or image that communicates the solution or sector within which the solution is in

- This is a cover slide - which you can pitch with a background of the business
- It should not be text heavy



Fish B2B Marketplace

A product of ProFish

# Target Customer/ User

- **Provide more detail about who is experiencing the problem**
- **This is the user who would use the solution**
- **Be as specific as possible**
- **Can you segment your customers into different groups?**
- **Does target user differ from your target customer?**

## Pro Tips:

- **Think BEYOND the farmer**
- **Find a niche**



# Meet Mr Kwakye - Agro Innova



- Young and vibrant poultry farmer
- KK Farms - 8,000 birds stock
- Wants to scale up and be as profitable as he can
- Can't secure a loan because he cannot prove the potential of his business without credible records.

## Customer Personas - Kwidex Example



**Joyce Pobi**



Employed, wants secondary source of income



8 acres of coconut and pawpaw farm



Lost GHC 36500 when looking for land, agriculture inputs

# The Problem

What is the problem in the market that you have identified?

A good Problem Statement is:

- **Short** – 1-2 sentences maximum
- **Specific** – clearly identifies what the problem is, the cause of the problem, and who has the problem
- Answers the question: So What?

Support your problem statement

- Examples of how the situation is “bad” now
- Use a personal story/anecdote to illustrate
- Quantitative – some statistics

# The Problem

- ✖ Slow and cost-ineffective manual harvesting. Physical damages to the crop that affect the economic value of the crop.
- ✖ There is a lack of adequate technical information in Ghana regarding proper farming, processing, and marketing.
- ✖ Farmers in Ghana find it challenging to identify genuine farm inputs.

# The Problem

Vegetable greenhouse farmers, achieve only about **40%** of expected **yields** due to **inadequate knowledge, inefficient manual operations and lack of marketing support**

**20% to 40% of agro-chemicals** on the Ghanaian market are **counterfeit**. The average Ghanaian farmer can't tell the difference between genuine and fake, and as a result, has **lower than anticipated yields and suffers loss of income**, while the agrochemical dealers (manufacturers and importers) record **losses** due to this same counterfeit battle.

Mothers find it difficult finding **affordable and nutritious ready to eat baby food** for their children

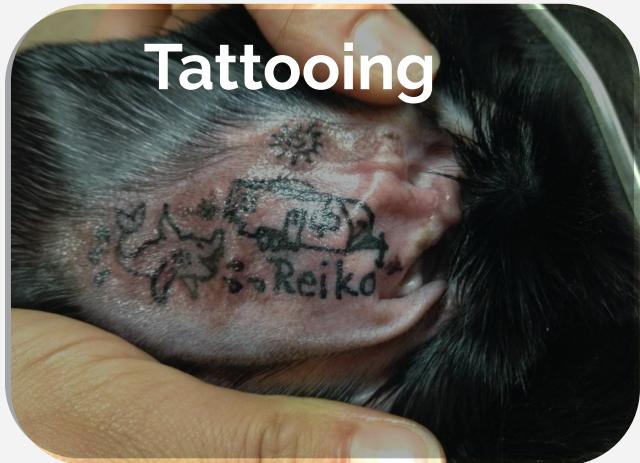
# Problem With Current Methods - Anitrack



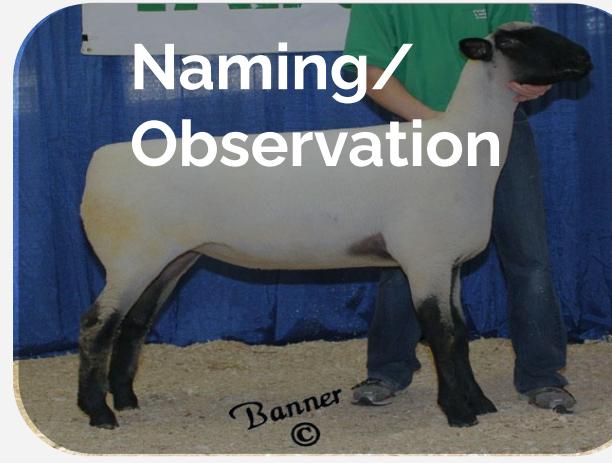
Mismarking/misreading



Reduce value of hide/skin



Risk of infection/disease transmission



Tedious and inefficient for health monitoring

# The Solution

- What is your product and how does it address the Problem Statement?

Showcase the following

- 1-2 sentences maximum
- Type of solution
- Feature of the solution
- Customers and users



# The Solution

- Examples:

✓ TechShelta:

A web and mobile application that enables greenhouse farmers to have **on demand access to advisory, automation and market linkages.**

✓ Qualitrace:

Anti-counterfeiting, verification and agro-input platform

✓ Fruitflour:

Production and packaging of **highly nutritious, ready to serve baby food**, from fruits and vegetables

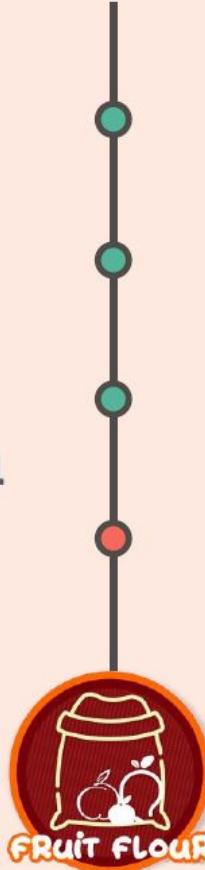


# Solution - Fruitflour Example

SOLUTION



→ Production and packaging of Highly nutritious, ready to serve baby food, from fruits and vegetables



# How It Works

- Illustrate a step-by-step process of how your product/business works
- Start the process from the raw materials you need.
- Make sure you can get all your raw materials, components, etc and prove so in your pitch
- It is important to show the technical feasibility and sustainability
- Simple, easy to understand steps
- State how it is produced & how it is used

# How It Works Example - Agro Empire

HOW IT WORKS



# Value Proposition

**What benefits does your solution offer? To whom?**

**Benefits should be:**

- **Specific**
- **Tangible**
- **Measurable**

**For example, our product:**

- **Saves our users time (8 hours per week)**
- **Improves detection of livestock disease (80% faster disease detection)**
- **Saves our users money (GHC 50,000 per month)**

# Value Proposition Example - Agro Cold Ghana

## Value Proposition



Proximity

- Proximity to the market (walking distance)



- Flexibility for day-to-day storage



- Assurance of produce quality for up-to 240 days

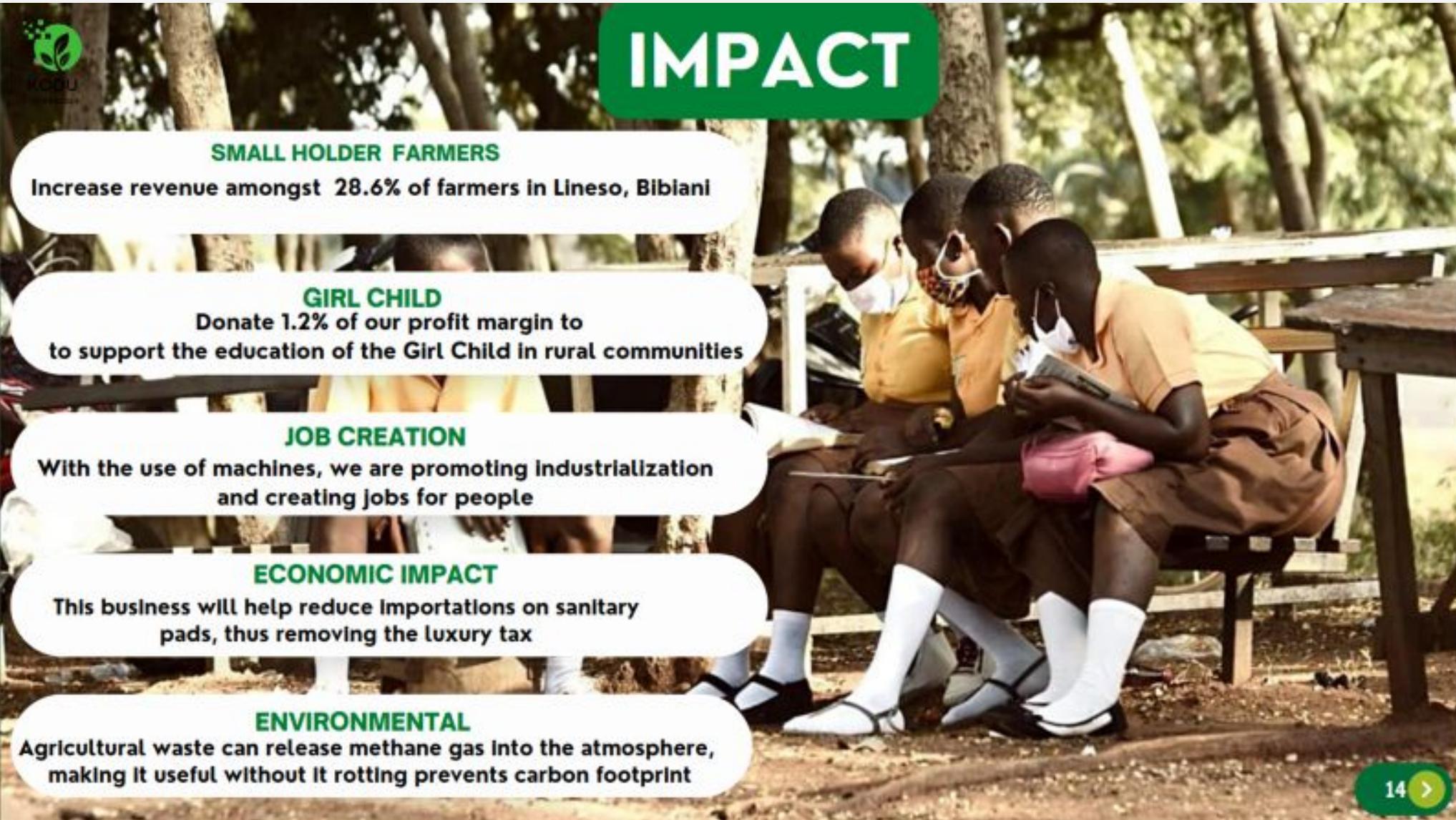


- Improve competency in pre- & post-harvest practices

# Impact

- Show at least **3** ways the business impacts on **smallholder farmers, job creation, climate** and other measures
- Explain how your business / solution impacts around each measure or factor
- **Quantify** the impact measure as much as possible
- How many **direct & indirect jobs** could be created in a **year**? Especially for **women**.
- Farmers: are you helping them **increase yield, revenue, become digitally literate** - quantify as well
- What **climate impact** are you making?
- A number of impact factors are below
  - System/ Market Level Change
  - Technology & digital transformation
  - **Climate Impact**
  - **Job creation and skills development**
  - **Smallholder farmer impact**
  - Access to finance
  - Women and vulnerable group empowerment
  - Strengthening MSMEs

# Impact - Kodu Technology Example



**IMPACT**

**SMALL HOLDER FARMERS**  
Increase revenue amongst 28.6% of farmers in Lineso, Bibiani

**GIRL CHILD**  
Donate 1.2% of our profit margin to  
to support the education of the Girl Child in rural communities

**JOB CREATION**  
With the use of machines, we are promoting Industrialization  
and creating jobs for people

**ECONOMIC IMPACT**  
This business will help reduce importations on sanitary  
pads, thus removing the luxury tax

**ENVIRONMENTAL**  
Agricultural waste can release methane gas into the atmosphere,  
making it useful without it rotting prevents carbon footprint

# Types of Competitors

- Similar solution solving a **well-defined problem**
- Similar services and products that your **target customer** wants as an alternative
- **Current methods** used to solve the problem that might not be similar products or services
- Companies in the sector that might create a product or service as part of **their roadmap**



# Competitor Analysis Tips

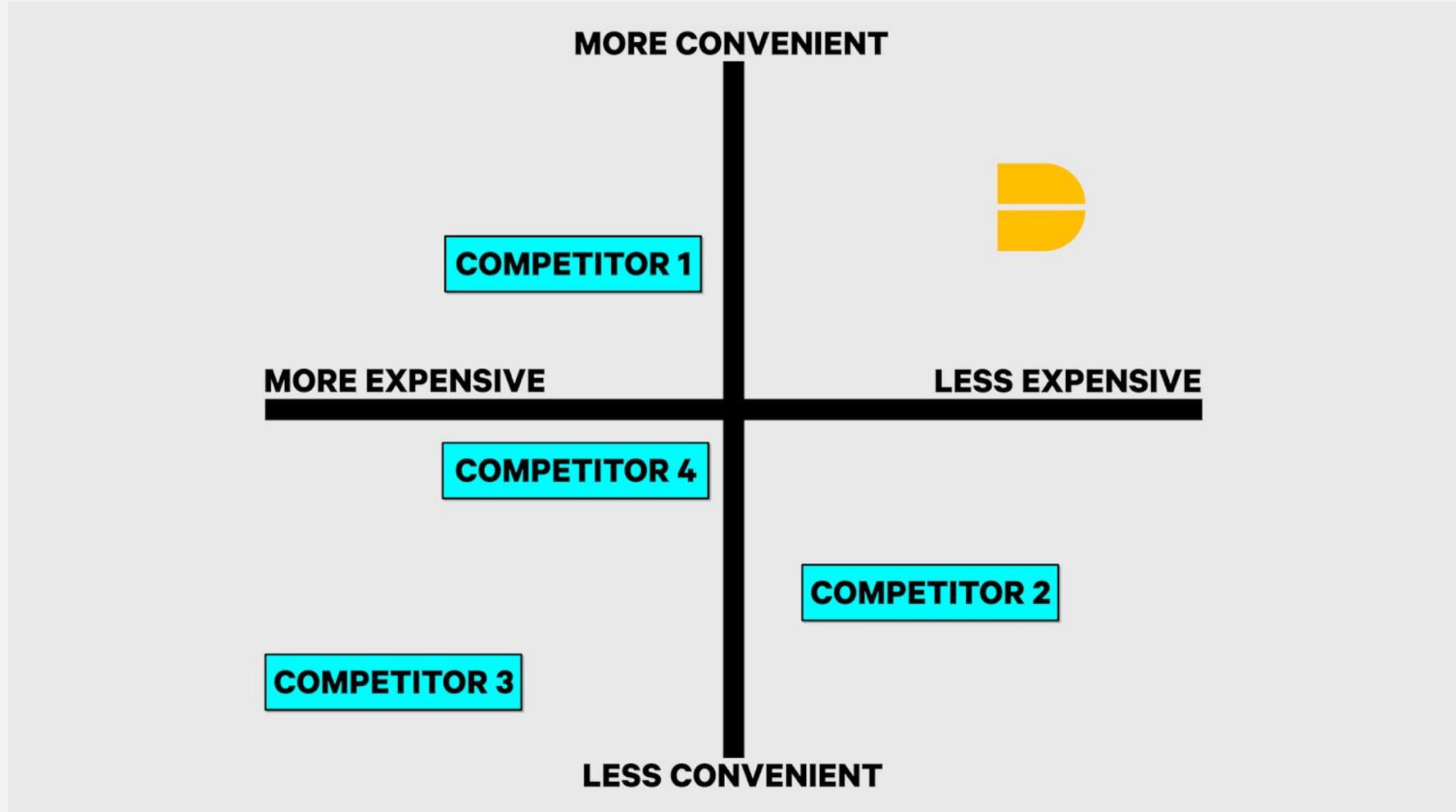
- List **3-4** competitors
- List **3-4** factors on which you are competing
- Research about others who are providing similar solutions or solutions to the identified problem
- Ensure that you can back everything in your competitor analysis slide



# Sample Competitor Analysis - TechShelta

	Advisory	Automation(IoT)	Market Linkages	Universality
 TECHSHELTA	✓	✓	✓	✓
 IAST <small>INSTITUTE OF ADVANCED SCIENCES &amp; TECHNOLOGIES</small>	✓	✗	✗	✗
 Dizengoff Ghana	✓	✗	✗	✗
 farmart	✗	✗	✓	✗

# Competitor Analysis (Quadrant)



# Collaborators & Partners

- Showcase logos of these collaborators
- Talk about those you are in conversation with
- Consider important organizations in your value chain - like agric groups, MOFA, etc
- Mention any MOUs or agreements so far and what those are about
- Talk about how they are helping you cover an aspect of your business you cannot do yourself



# Sample Collaborators & Partners - Agro Empire

## COLLABORATORS & PARTNERS

**KOSMOS  
INNOVATION  
CENTER**

INVESTING IN THE FUTURE, ONE ENTREPRENEUR AT A TIME



Your Well-being. Our Priority.



# Why Calculate Market Size?

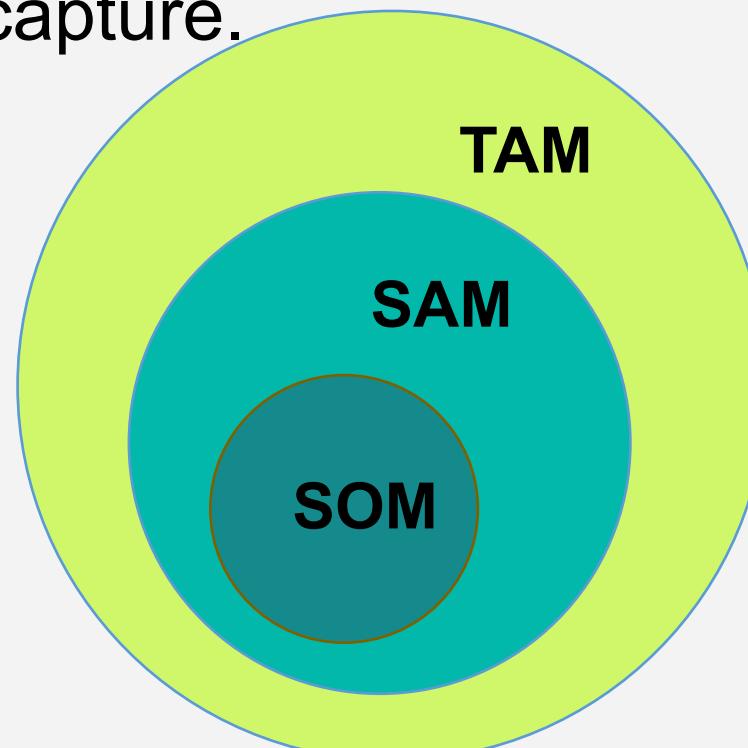
- Is the market big enough to interest us?
- Is the market growing?
- Is the market profitable enough?
- Create a profile of your typical/expected target customer.

# Market Size - Top Down Approach

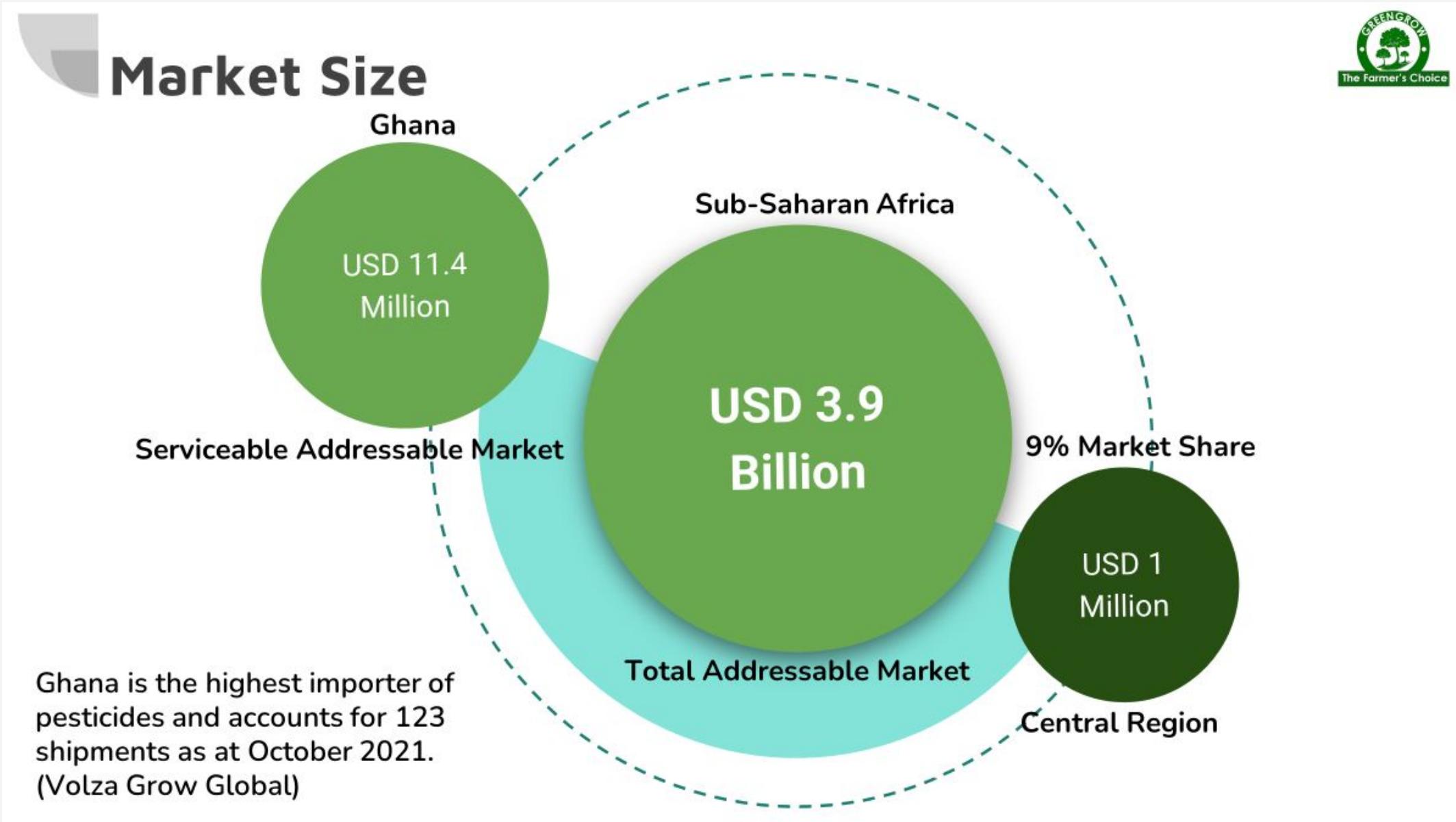
Total Addressable Market (TAM) - Total revenue opportunity available for the product or service in an addressable market.

vs. Serviceable Addressable Market (SAM) - Portion of TAM that is reachable and relevant to your business.

vs. Serviceable Obtainable Market (SOM) - Portion of SAM that your business can reasonably capture.



# Example: GreenGrow



# Calculating Market Size - SAM (A)

Bottom-up Approach For **Serviceable Addressable Market**

1. Define the target customer
2. Determine the size of the target market (number of people)
3. Estimate number of units **that can** be sold in **1 year** in a **set market**
4. Determine the expected price \$
5. Calculate the **Serviceable Addressable Market**

*Units you can sell x expected price*

# Calculating Market Size - SOM (B)

Bottom-up Approach For **Serviceable Obtainable Market**

1. Define the target customer
2. Estimate the number of target customers (tied to the **Serviceable Addressable Market**)
3. Estimate the **penetration rate %**
4. Calculate the **market volume** (number of people, etc) **in 1 year**

*# of target customers x penetration rate*

5. Calculate the **average value (price) \$**
6. Calculate the **Serviceable Obtainable Market**

*# market volume x average value*

# Go-To-Market Strategy

- What is your target market?
- 
- What is your action plan to reach your customers, overthrow incumbents, and establish your competitive advantage?
- How will you build awareness of your product?
- What distribution channels will you use to sell your product?
- Three suggested columns: Awareness, Positioning, Distribution

# GO-TO MARKET STRATEGIES



**Paid ads on social media**



**Influencers**



**Target JHS and SHS students**



**Partner organizations like UN Women, CAMFED.MasterCard**



**Sensitization in rural areas**

# Minimum Viable Product

**A Minimum Viable Product (MVP) is an early version of a new product which allows a team to collect the maximum amount of learnings about customers with the least effort.**

The MVP is tested with early adopters (customers who you can trust to give you honest feedback)

**What you will need to demonstrate during your Final Pitch:**

- **Learning: What did you learn from the MVP about your customer, your product, or the market? What challenges did you encounter? How are you incorporating that learning to refine your product or your business model?**
- **Product-market fit:** Does the MVP demonstrate that your target customers are willing to buy the product?
- **Financial management : How did your MVP demonstrate that you were an effective steward of the MVP funding?**

# **Market Research Trips (MRT) Learnings**

- What were your initial assumptions, how have those changed?
- How has the MVP testing, etc affected your business model?
- What are the learnings since you started with their solution?
- How is it going to affect the business going forward?
- Add 1-3 pictures from your market research trips
- It would be great to show your research and survey results

# Variety

Mothers prefer to have about 2 - 3 varieties to see which one the baby likes most.



# Pricing

The average mother cannot afford the current baby food on the market.

# Packaging

Most mothers prefer the sachet one to the jar one because they believe the jar is expensive.

# Distribution

Pasteurizing the product will increase its shelf life to between 6 - 12 months



# Revenue Model

- What are the revenue streams?
  - **Direct Sales** – one-time charge for product
  - **Subscription** – periodic charge for a service or membership benefits
  - **Pay-as-you-go (fee-for-service)** – charge for services actually used
  - **Advertising** – charge for advertising on your platform
  - **Commission** – charge per transaction mediated between 2 parties
  - **Licensing** – charge to use your intellectual property
- What is the price for each revenue stream?

# Revenue Model (Costs & Prices)

- In addition to the price for each stream, show the cost incurred
- Look at all costs involved: production, effort, distribution
- **Unit Cost:** Total Costs divided by the number of products/services
- **Profit - Revenue** per product/service minus the **cost** of product/service
- **Profit Margin (%)** =  $(\text{Unit Price} - \text{Unit Cost}) / \text{Unit Price}$
- **Quantify** what is being sold as much as possible: e.g. 50kg bag, 300ml bottle, etc
- Put your **prices** in cedis (and **dollars** in bracket) - or vice versa

# REVENUE MODEL

## DIRECT SALES

Price - **8 cedis**

Cost- **6.3 cedis**

Profit Margin: **31.25%**

BUT WE DONATE A FREE SANITARY PAD AFTER  
EVERY **10 SALES** WE MAKE, TO IMPACT YOUNG  
WOMEN IN THE RURAL AREAS



# Financial Projections

- Create a table of items and amounts to be spent
  - Examples: stipends, production costs, equipment, marketing, supplies, communications, etc
- Ensure there would be judicious use of funds
- Do a **cashflow statement**

Costs	Percentage
Raw Materials	?
Stipends	?
Certifications & Fees	?
Capital Assets	?
Utilities	?
Logistics	?
Marketing	?

# Financial Projections (Assumptions)

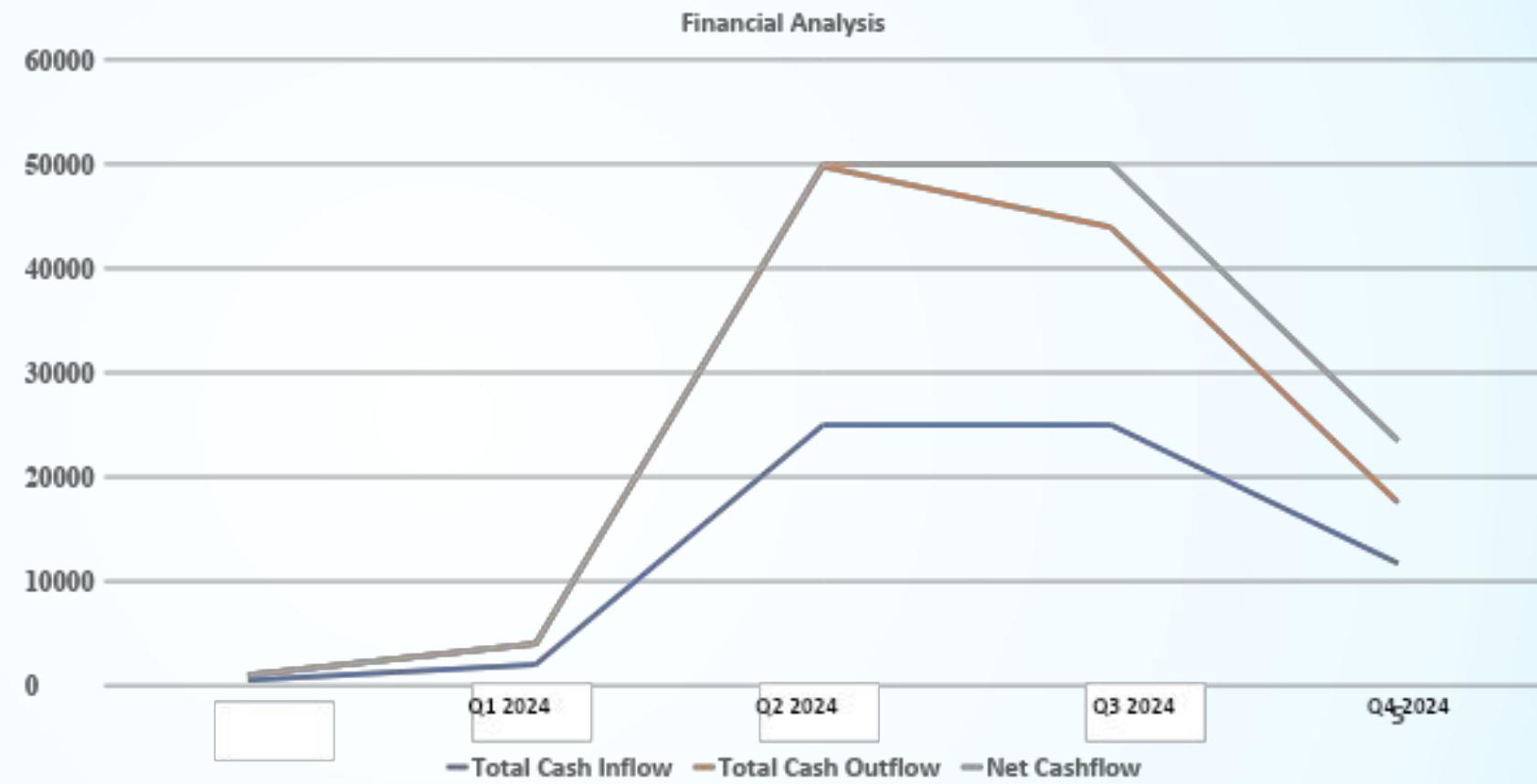
- Do the projections for **1 year** (4 quarters) - **Q4 2024**, Q1 2025, Q2 2025, Q3 2025
- Amounts should be in **dollars** - dollar to cedi rate as **GHC16** to **USD1**
- **Total Cash Inflows:** Cash sales = revenue, receivables collected = grants, loans, prizes, etc
- Assume the following Receivable Collected from KIC
- Your **Ask/Inflow** is (effectively) **\$50000 (or more)**
  - Q4 2024 - **GHC3500** for Market Research and **GHC5000** for MVP Funds = **GHC8500** which equals **\$531**
  - Q1 2025 - \$2000 for Traction Funds
  - Q2 2025 - \$25000 for half of seed funds
  - Q3 2025 - \$25000 for half of seed funds
- **Total Cash Outflows:** Break down your costs into expenses, utilities, stipends, capital assets, etc

# Financial Projections (Cash Flow Statement)

	Q4 2024	Q1 2025	Q2 2025	Q3 2025
Cash Sales (Revenue)				
Receivables Collected (Grants, Loans, etc)	531	2000	25000	25000
<b>Total Cash Inflows</b>				
Expenses				
Stipends				
Purchase of Capital Assets				
Marketing				
Utilities				
<b>Total Cash Outflows</b>	531	1900	20000	23233
<b>Net Cashflows</b>	0	100	5000	1767
Opening Cash Balance	100	100	200	5200
Ending Cash	100	200	5200	6967

# Sample Cashflow Chart - YARP Foods

- Present a **cashflow chart** (*Final Pitch Only*)
- Show your break-even point in your cashflow chart if possible
- X-Axis - Quarters
- Y-Axis - Total Cash Inflows, Total Cash Outflows, Net Cashflows



# Road Map

- What are your next steps for developing your product and bringing it to market?
- When do you aim to complete these steps?
- Consider
  - Product development
  - Securing Partnerships
  - Beta launch
  - Customer acquisition
  - Marketing
  - Launch
  - Etc...



# Road Map

- List activities for at least 1 year starting from the current period (month/quarter)
- Some of the key activities you should put in, include
- **Q4 2024** - Market Research, MVP Development, Business Registration
- **Q1 2025** - Customer Acquisition, Certifications



# Sample Road Map - GreenGrow



## Product Roadmap



- Secure collaborations and partnerships
- Product development
- Product certification

**November 2022**

July Sep Nov Dec Jan Mar Apr Aug Dec Feb

- Training for farmers
- Website
- Market penetration

**Mar 2022**

- Measuring impact
- Traceability

**Feb 2024**

- July 2022**
- Market research
  - Stakeholders (farmers and retailers) engagement
  - Business development

- Jan 2023**
- Customer acquisition
  - Media engagement
  - Securing production site and warehouse

- Aug 2023**
- Website launch
  - USSD launch
  - Full Product Launch

# Team

- Who is on your team? Full Names
- Show professional pictures of each team member (head shots)
- What role do they play on the team?
- What skills, experience, and relationships do they contribute that are directly relevant to your business concept?



# Team

- **Suggested Roles:** Team Lead, Marketing Lead, Finance Lead, Operations Lead, Technical Lead, etc
- Ensure each team member is contributing to the pitch deck: designing, researching, practicing, presenting, as well
- Have one team member pitch, if multiple, keep the same energy
- Ensure different team members can answer questions based on their roles



# Team Slide - GreenGrow Example

## The Team



**Ayishatu Ameen**

Sales and Marketing  
Lead

- Youth advocate
- Agricultural Economist.



**Abdul Mueez Otoo**

Operations / Technical  
Lead

- Entrepreneur
- Digital marketing.



**Sulemana Mohammed**

Product Development  
Lead

- Experience in advertisement



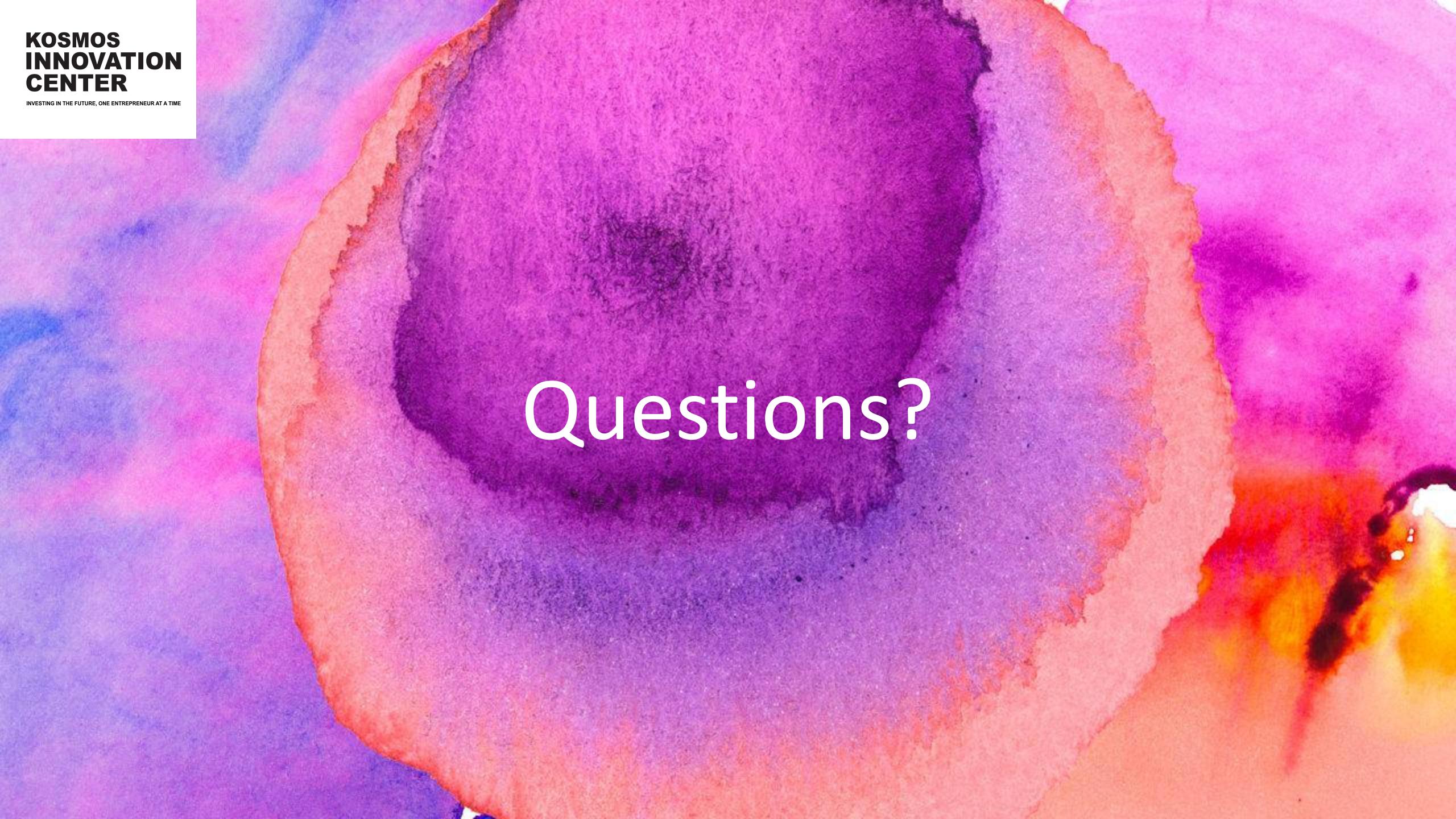
**Justice Kwadwo  
Turzin**

Business Development  
Lead

- 5 years experience in pest and insect control.

# Demo

- Do your demo in 1-2 minutes
- What did you use to **test your MVP?** - Designs, illustrations, videos, activities, any digital collateral etc e.g. social media, logos, landing page etc
- Demonstrate what your solution is, through your MVP, etc
- This demo would be different per team based on type, focus and sector of the solution
- Digital Product - using media: website, pictures, explainer video etc
- Physical Product – experiencing it, results of trials or tests



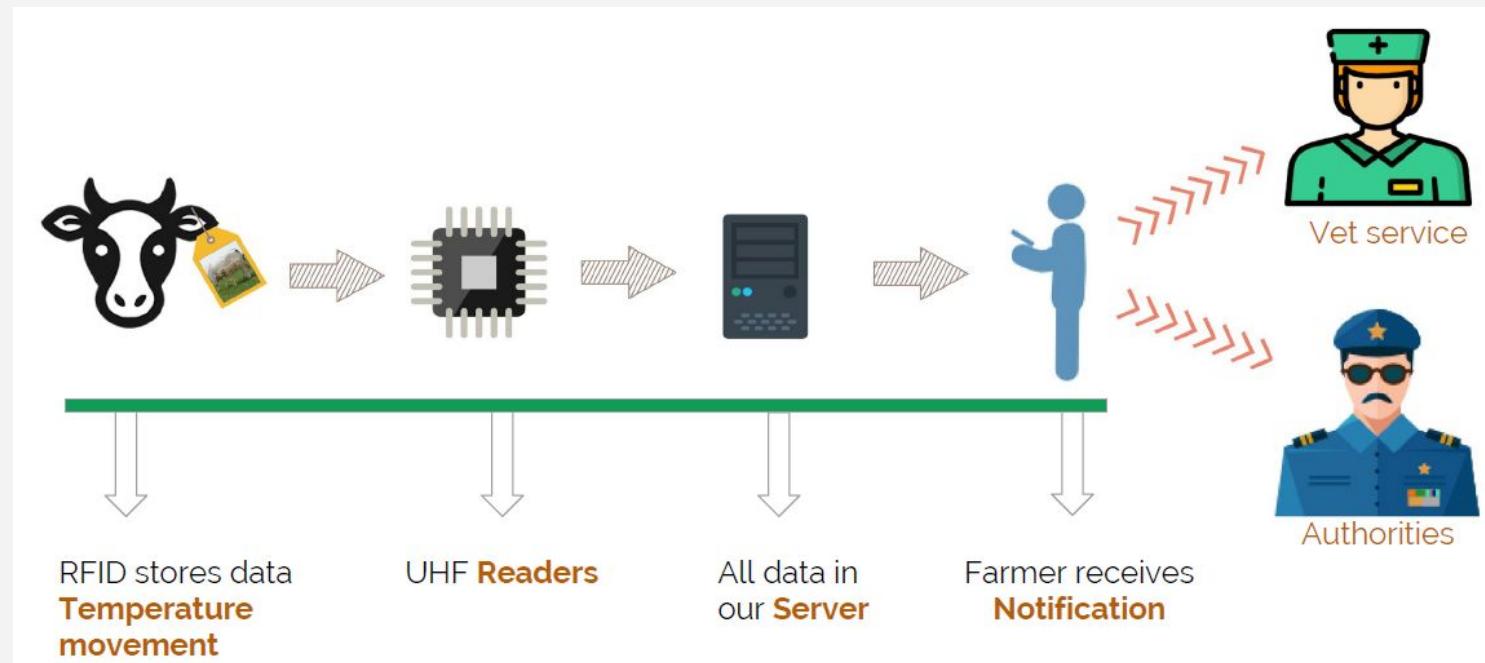
Questions?

# How It Works - Anittrack Example

Illustrate a step-by-step process of how your product works

Simple, easy to understand steps

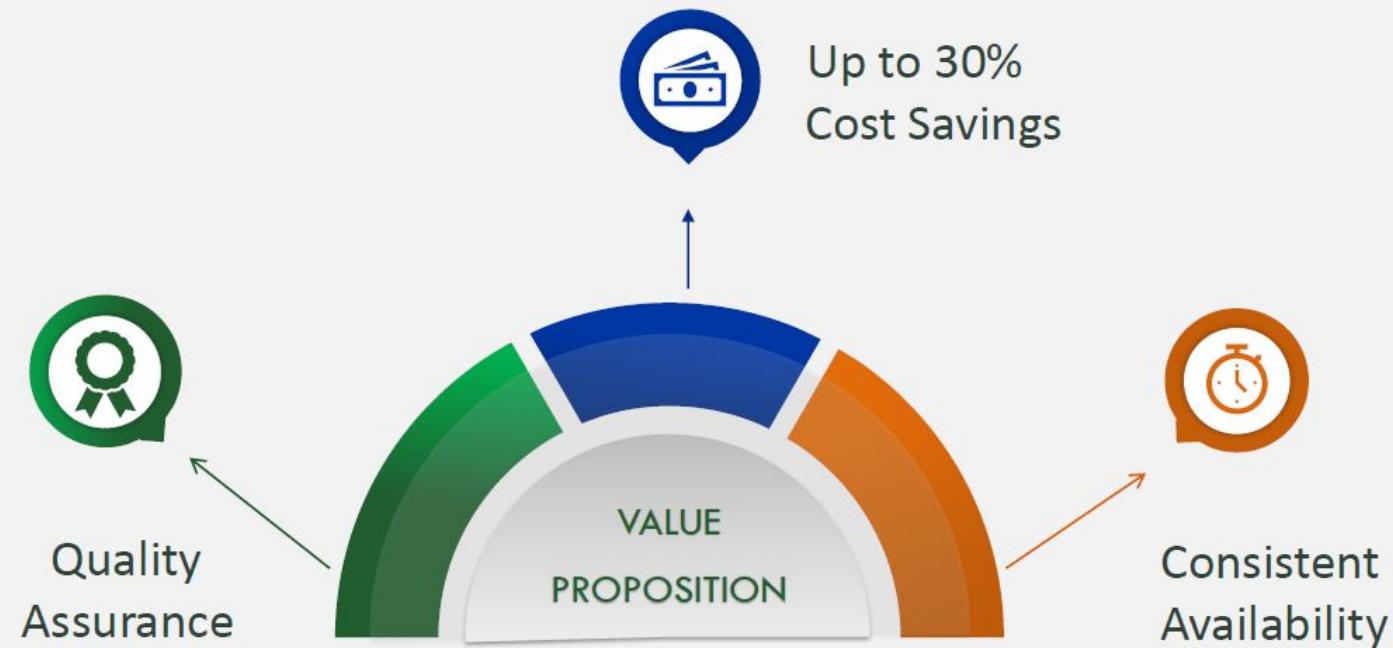
Step 1 □ Step 2 □ Step 3 □ Step 4 □ Step 5 .... Etc.



Sale of livestock rumen bolus trackers,  
livestock trading and sale of packaged  
animal products

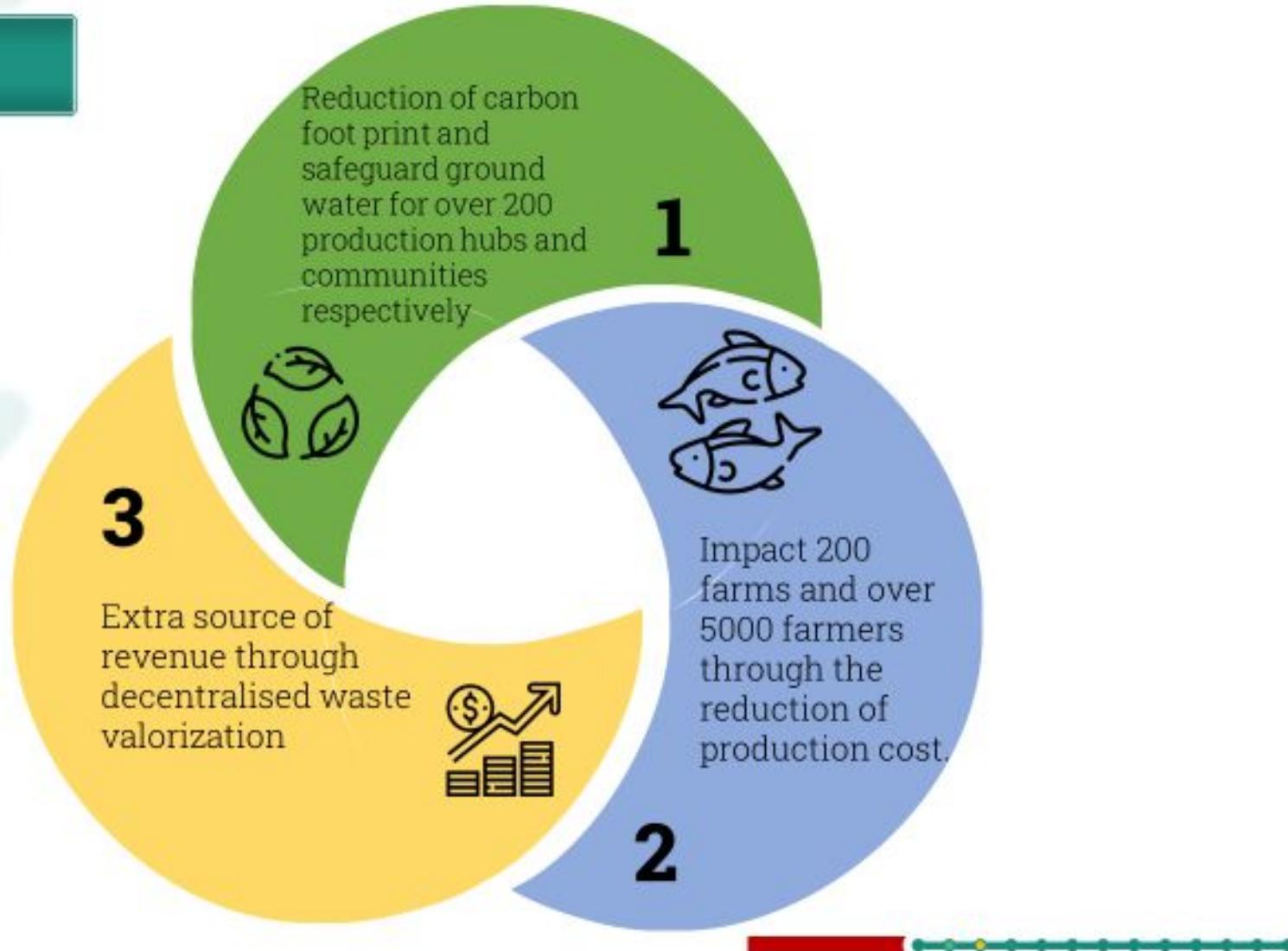
# Value Proposition Example - ProSect Feed

## VALUE PROPOSITION



# Impact - Agrimercarb Example

## IMPACT



# Why Do Competitor Analysis?

- Improve your market positioning, based on what is out there
- Create basis for market related decisions and strategy
- Set realistic business objectives
- Avoid confrontation with your competitors' strengths
- Recognize the competitive advantage of others



# SWOT Analysis

- Strengths
  - Team, Business Model, etc
- Weaknesses
  - Training needed, areas to improve, etc
- Opportunities
  - Trends, other value chains, research findings
- Threats
  - Risks, market factors, etc
- Make comparisons with potential competitors in mind

Strengths	Weaknesses
Opportunities	Threats

# Sample Collaborators & Partners - Kwidex



**KOSMOS  
INNOVATION  
CENTER**

INVESTING IN THE FUTURE, ONE ENTREPRENEUR AT A TIME



**Ecobank**  
*The Pan African Bank*



# Market Sizing

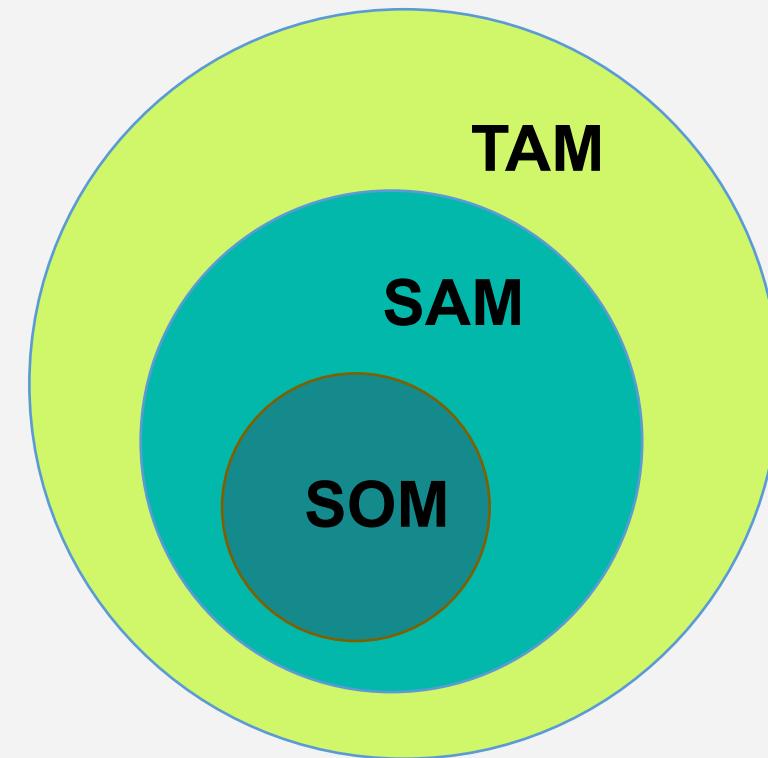
- How many potential customers for your product exist? (# people)
- What is your potential total sales volume? (\$\$)
- What is the average value of transactions?
- Should you be looking at a regional or international market?
- Calculate market sizes for 1 year to cover the short term and re-calculate yearly or every 2 years



# ACTIVITY!

Calculate the estimated market size (value) for your company.

Come up with the Total Addressable Market, Serviceable Addressable Market and compare to the Serviceable Obtainable Market (SOM)



These are all market values (sizes)

REVENUE MODEL

GH₵2.75

## Production Cost

Production and  
Packaging cost  
per 125ml Jar

GH₵0.4

## Wholesale Price

With a 30% margin  
of **GH₵1.25** per jar.

Retail Price will be  
set at **GH₵5** per jar.



# Sample Road Map - Qualitrace

Traceability

Tech. Intro.

Market Research  
Stakeholders Engage  
Business Development  
Product Development  
Branding & Visibility  
Customer Acquisition

February  
2017

Product Launch  
Media Engagement  
Customer Acquisition

November  
2017

Partnerships to teach  
Right application  
of inputs

December  
2017

Publicity  
Full Product Deployment  
Stakeholders Engage.

January 2018

October 2018

## Other Relevant Slides

- Designing Slides: Fonts, Colors
- Example Slides



# Building a Business Pitch Part II: Slide Design and Presentation Skills

# Slide Design: Fonts

- Choose a maximum of two fonts (one for titles, one for body text).
- These fonts will become part of your brand, so choose carefully and try to use them throughout the AgriTech Challenge.
- Serif fonts have a ‘vintage’ feel.
- Sans serif fonts feel more ‘modern’.

# Slide Design: Colors

- Choose 2-3 primary colors and 2-3 pastel colors (in addition to black and white).



- Don't use 'generic' MS Powerpoint colors.
- These fonts will become part of your brand, so choose carefully.

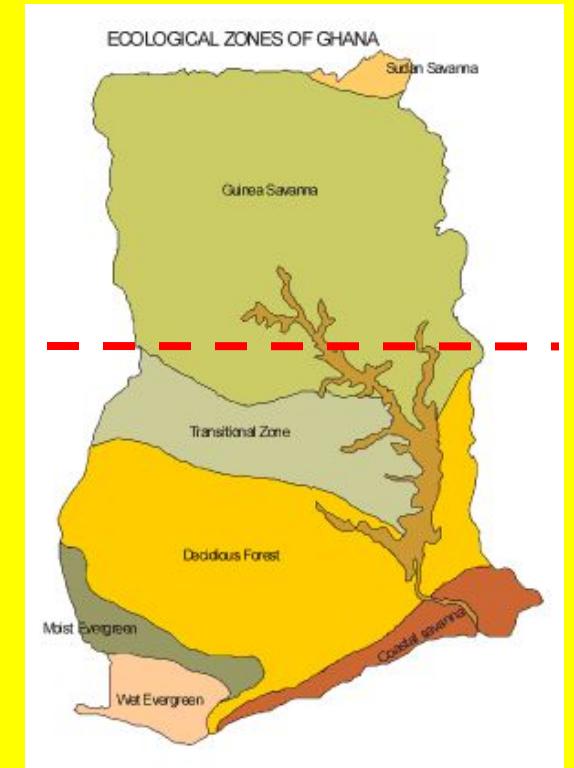
## ONLINE FORM BUILDER COMPARISON CHART

	 Formstack	 Adobe® FormsCentral	 Google® Forms	 Gravity Forms	 Formsite	 Jotform®	 Wufoo
Payment Processors	11	1	0	5	3	<a href="#">More info »</a>	10
3 <sup>rd</sup> -party Integrations	26	0	0	12	4	<a href="#">More info »</a>	12
Calculating Fields	✓			✓	✓	✓	
Conditional Logic	✓	✓		✓	✓	✓	✓
Full HTML Access (customizable)	✓	✓			✓	✓	✓
Save & Resume	✓	✓			✓	✓	
256-Bit SSL (security)	✓	✓			✓	✓	
Mobile-ready (responsive)	✓	✓		✓	✓	✓	✓
Mobile Apps	  					 	

# Roadmap



- 2<sup>nd</sup> and 3<sup>rd</sup> year:
- Backward Integrate and Cover from the middle belt to the coast



# Marketing

**Partnerships:**  
**Lands Commission**  
**IDA**  
**YIA and Agro processors**

- Direct and Institutional marketing
- Radio commercials
- Social media
- Trade fares



**Accra plains is our entry point**

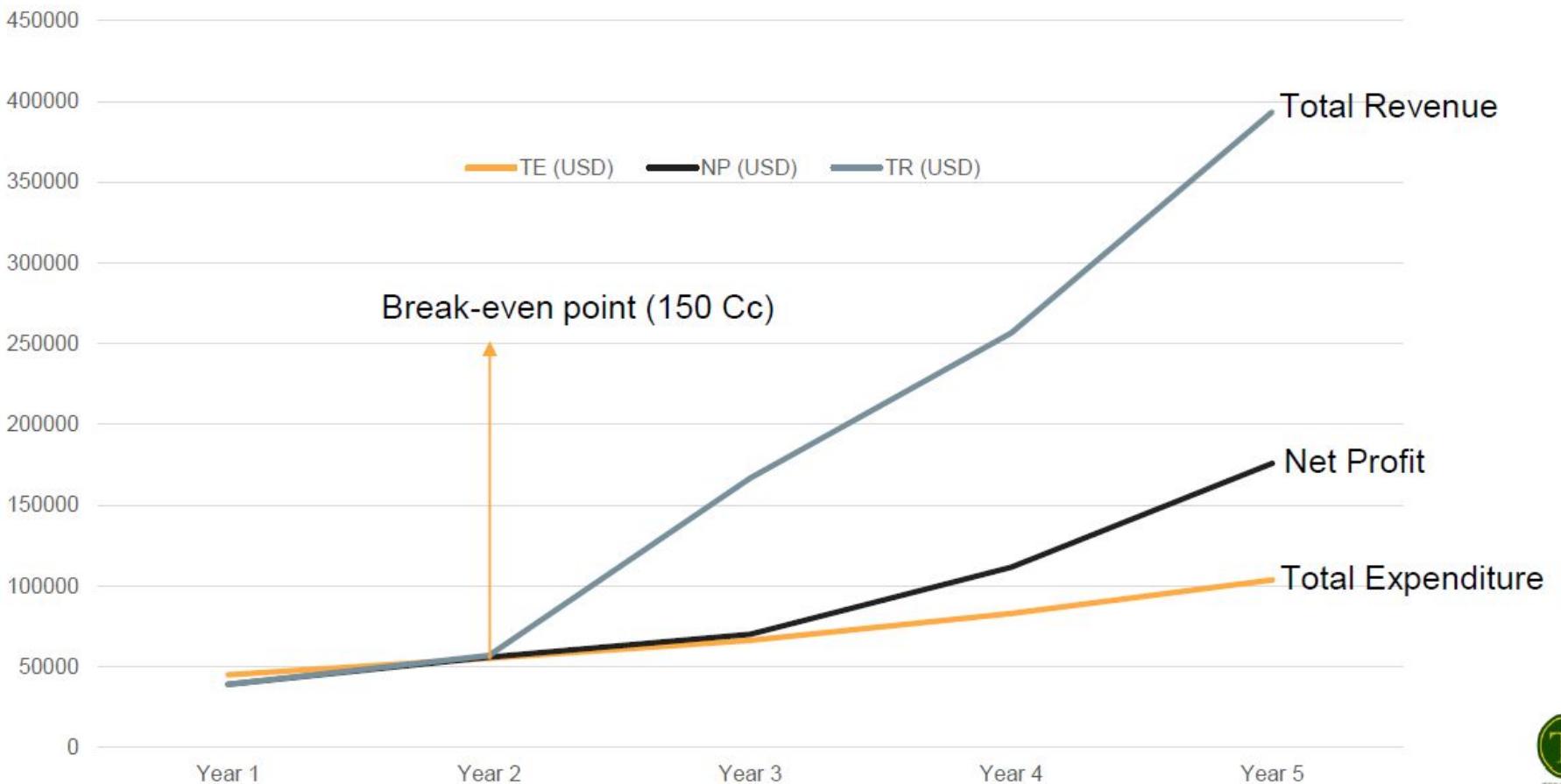
**20,000.00 (ha)**

**assured**

**= GHC500,000.00**

# Sample Cashflow Chart - TechShelta

## Financial Analysis





**Hardware tools**

**Access to apps, software and imagery**

**Exponential increase in access to near real-time data**

**TREND 1**

**Democratization of Access and Data**

## Revenue Projections



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\$  
**63,000**  
Quarter 1



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\$ **280,000**  
Quarter 2

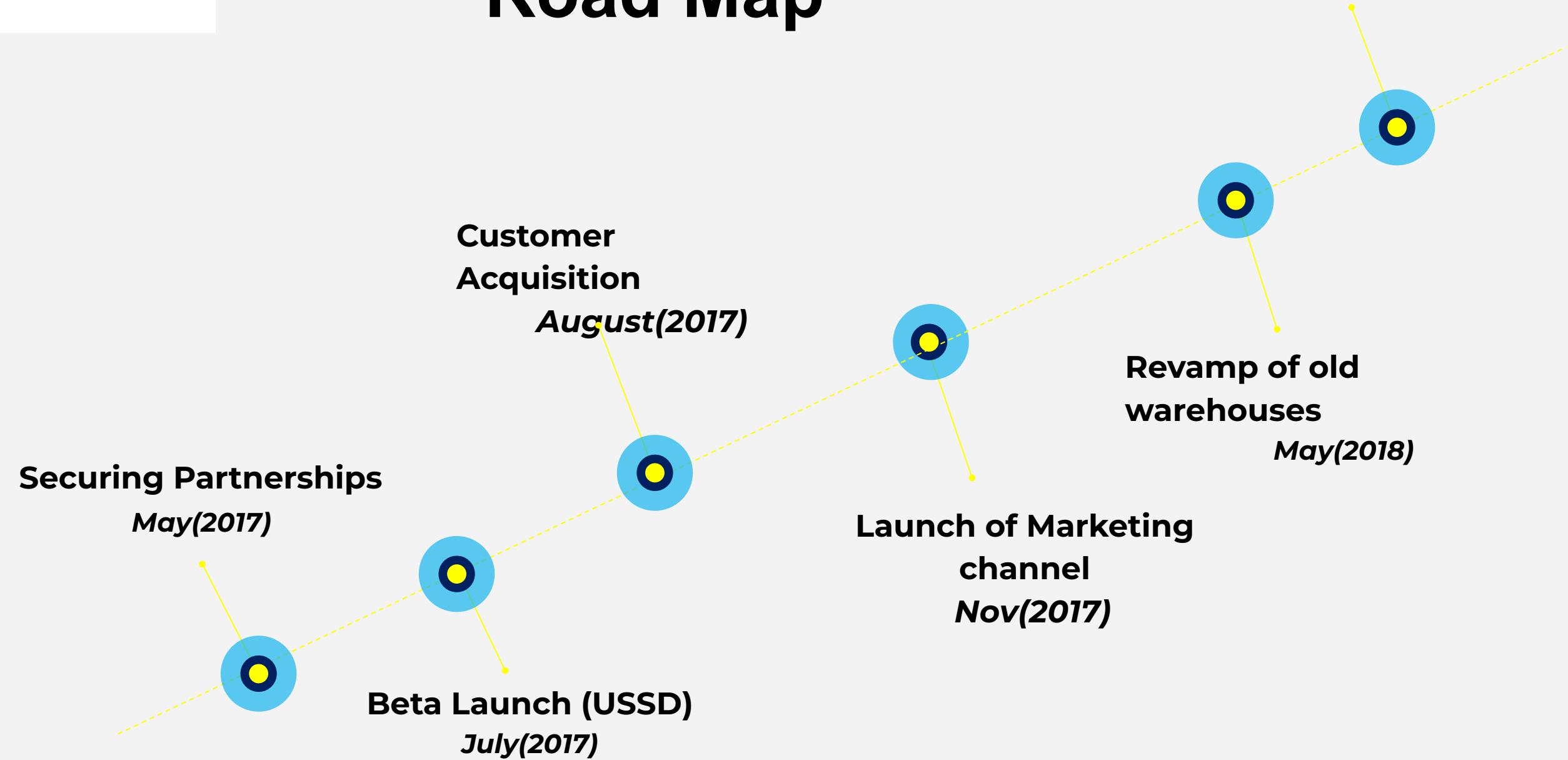


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\$ **560,000**  
Quarter 3

Break Even at March 2019

# Road Map



**15%**

Mark-up on  
unscaled fish  
price

**20%**

Mark-up on  
scaled fish  
price

**1**

Design for new data sources

**2**

Account for old data sources

**3**

Collect appropriate data

**4**

Use your data

**5**

Lead the client

# TEAM



**Dr. Iddi Mohammed Faried**

Doctor of Medical Laboratory  
Science

**Business & Marketing Lead**



**Umar Farouk Mubaraka**

BSC Community Nutrition

**Finance & Communication Lead**



**Dr. Mohammed Latifa**

Doctor of Medical Laboratory  
Science

**Quality Assurance Officer**



**Longi Aadam Hayendimah**

6th year, Doctor of Medical Laboratory  
Science

**Logistics & Production Lead**

# Making Your Pitch

- The ‘pitcher’ doesn’t have to be the ‘manager’, and vice versa.
- By the end of this challenge, every team member should be able to make a pitch.
- Don’t fidget.
- Hold your mic steady. Speak into the mic.
- Speak slowly and clearly. Don’t rush.
- Don’t look back at your slides. Know your material.

# Cash Flow Statement (Abridged Template)

	Q4 2023	Q1 2024	Q2 2024	Q3 2024	Q4 2024	Q1 2025
Cash Sales						
Receivables Collected						
<b>Total Cash Inflows</b>						
Expenses						
Stipends						
Purchase of Capital Assets						
Utilities						
<b>Total Cash Outflows</b>						
Net Cashflow						
Opening Cash Balance						
Ending Cash						