

EXECUTIVE SUMMARY AND PITCH DECK

Professor Ethan Mollick
 @emollick



Executive Summary and Pitch Decks

- Introductions: Elevator Pitch
- Email: 10-12 Slide Deck & Executive Summary (usually 2 pages)



Executive Summary and Pitch Decks



Overview/
Hook

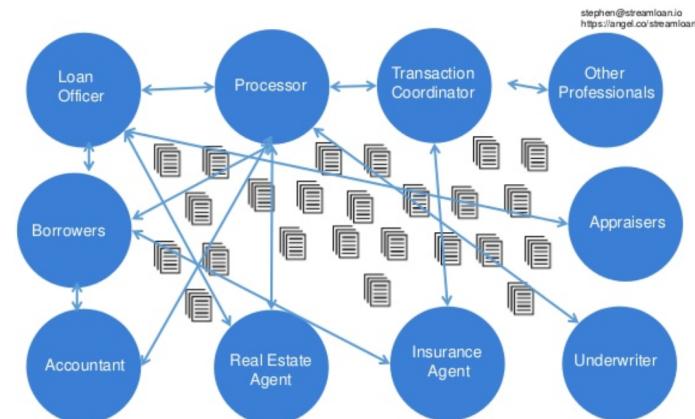
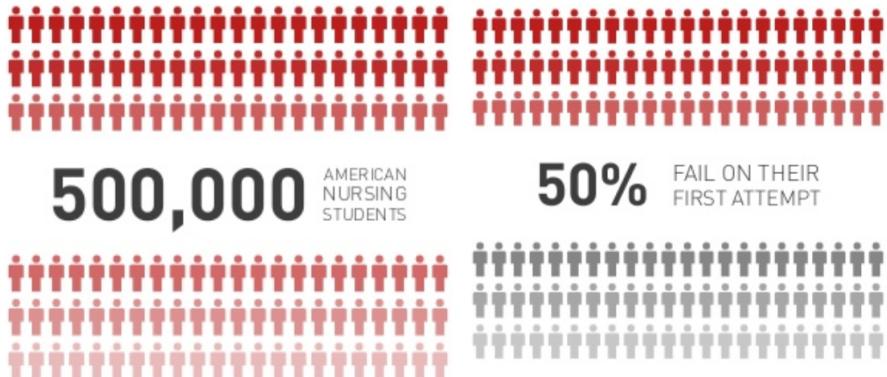
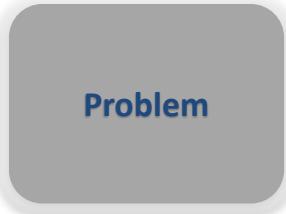
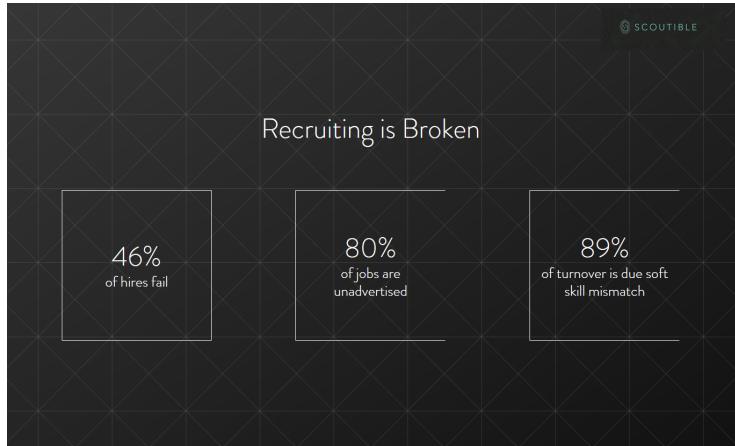
When?
Founded Oct, 2010
Launched V1 Nov, 2011

Achievements
Revenue generating
Broken-even / Profitable
Bluechip founding clients
B2C Partnership with Halfords
75% of 2013 rev in 3 months

Misc.
100% owned / funded to-date
EIS eligible
Seeking: £345k
Raising to accelerate growth

pleasecycle

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THE SOLUTION - B2B SaaS

ONLINE HUB
An online, client-branded portal containing everything needed to begin or bolster an active / sustainable travel initiative.
- Educational content, route planning, weather, top-tips etc.

MOBILE APP
Anti-cheat GPS app
- Android and iOS supported

REWARDS & PRIZES
A network of rewards
- akin to an "Air Miles" card



WaterO is changing what you drink.

Stylish
13 inches high and 10 inches deep, looks great in your countertop.

Mobile
WaterO's app is designed to keep you hydrated and on track for your goals. It will remind you when you need to drink more water, and even monitor the purity of each filtration from your filter. You can even order a new filter, and more!

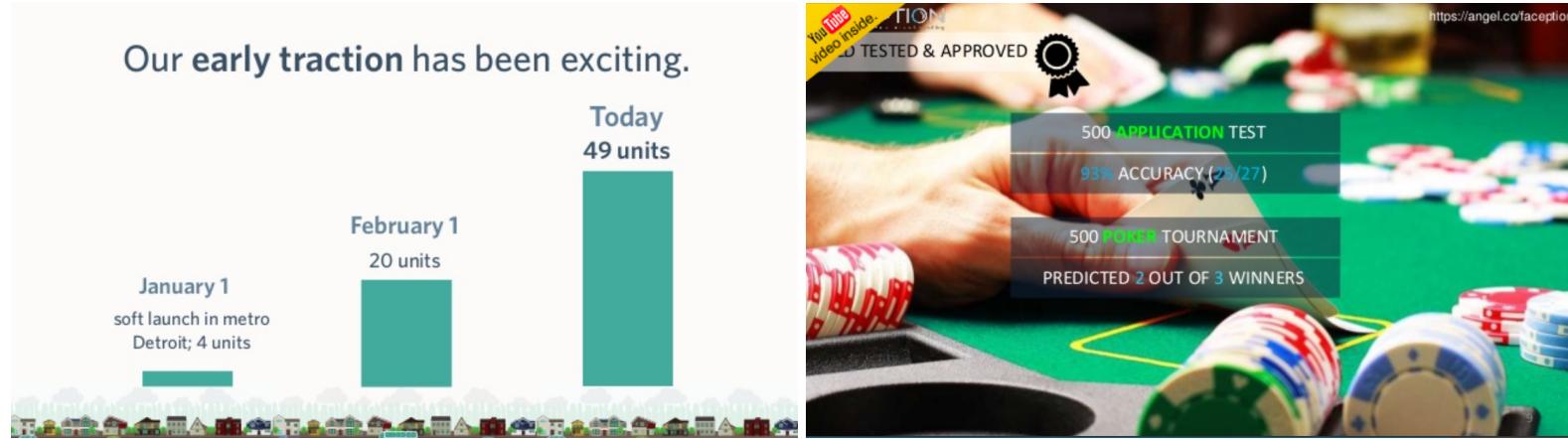
Environmentally Clean
Made of only FDA and USDA-approved, high-quality materials, WaterO includes a UV light system to kill bacteria in the environment, plus an additional UV light system to kill bacteria in the secondary water pollution for the shared water profiles.

Easy
Zero installation, one-button operation.

Just Better
Patented interior system that produces more filtered water than standard systems like Reverse Osmosis systems, while using less energy and less water for it to filter.



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Technology/
Magic

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Market Size
(Top-Down & Bottom-Up)

Business Model

We take a 10% commission on each transaction.

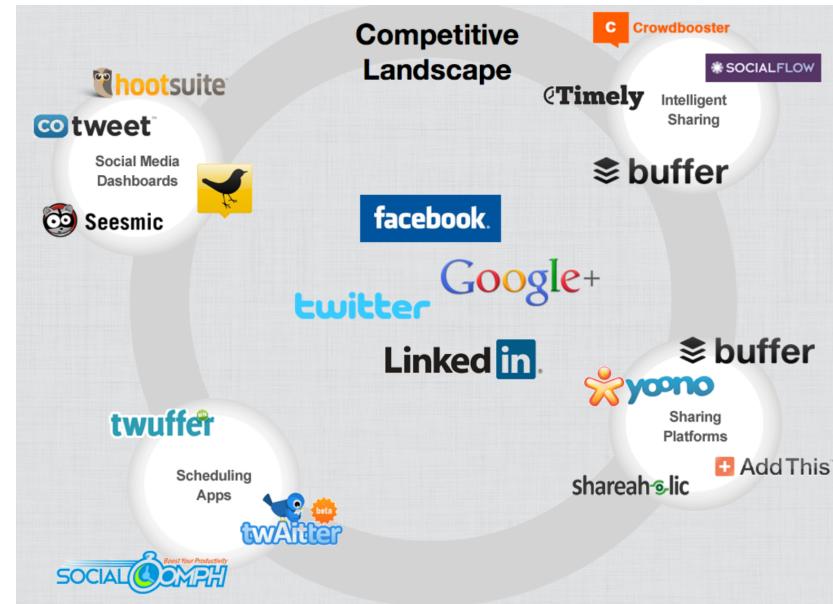
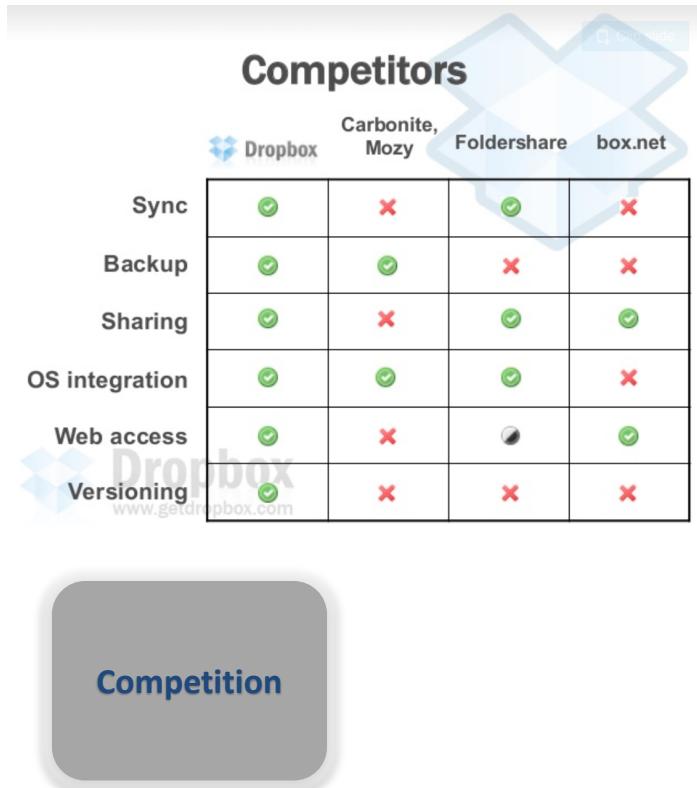


AirBed&Breakfast

Book rooms with locals, rather than hotels.



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CUSTOMER ACQUISITION

Through wide exposure Kangaroo will target domestic and inbound tourists interested in tours and activities in Australia



Paid Ad (now)

Currently our cost per acquisition through Facebook and Google Ads is \$25/user. We plan to hire PPC agency to find more cost effective opportunities



Social Media (later)

Hire SMM manager that will help us create a distinctive and engaging public face



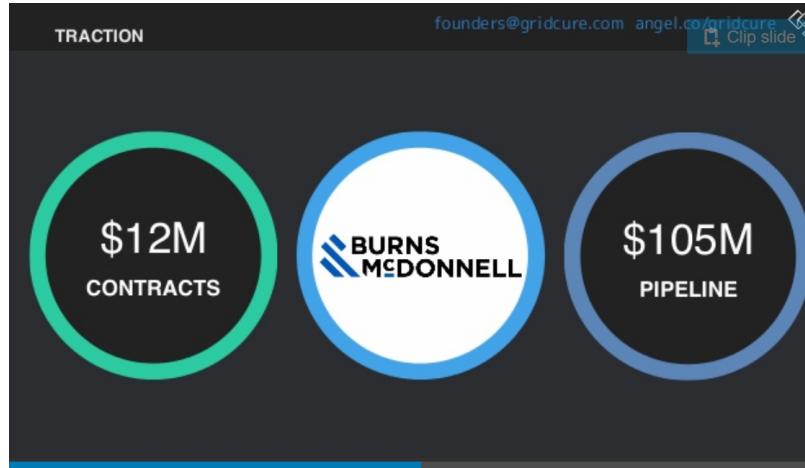
Partnerships (later)

Establish direct partnerships with big brands behind the Australian tours and activities market



SEO (later)

Create high quality travel guides covering all interesting place around the country



Go to Market

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 **Totspot**

founders@totspot.me | angel.co/totspot



Vikrant Ramteke
Engineering



Vijay Ramani
Product / UX





Sarah Kamsoshy
Community





Samantha Fein
Marketing



'Wale
CEO/Co-Founder
5+ Years
Product Development & eCommerce

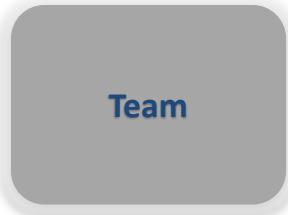


Teniola
COO/Co-Founder
10+ Years
Beauty Industry



'Seye
CTO
7+ Years
Software Development





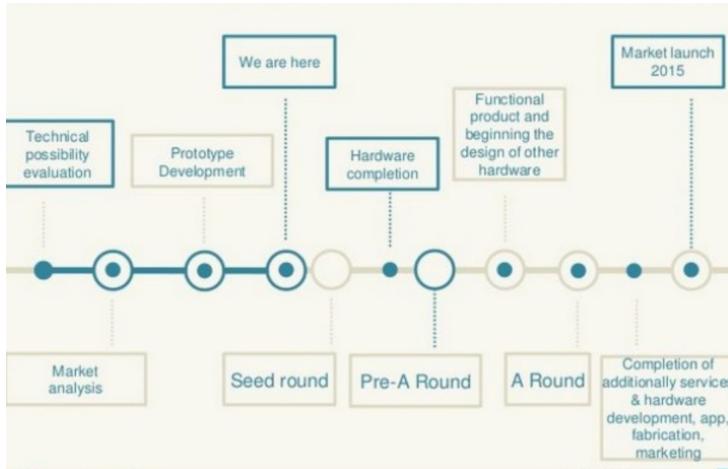
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Projections

// SALES, REVENUE, BURN RATE



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Introduction Problem/Solution Product Business Model Traction Timeline Team **Summary** Contact

RAISING: \$ 975,000

Goals for investment

- Grow sales and development teams
- Build operational infrastructure
- Marketing campaign to support business development
- Break even within 12 months

Already invested

\$200,000

(Institutional Investors)

topthat!

Roadmap/
Milestones

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- Face-to-Face: 10:12 Slides & Demo

Executive Summary and Pitch Decks

- When pitching
 - Speak to your audience
 - Hook them quickly
 - Demonstrate what you can do
 - Be prepared for questions!



ONLINE