

Startup Scene



The BrainWaveBank Solution

The first Big Data collection of **brainwave data captured on a daily basis in the home**



Low Cost, Wireless
EEG Headset
(<\$300)

Gamified Cognitive Testing
Mobile Apps



Life-logging of Brain Health

Data Bank and
Analytics Platform



The image consists of two parts. On the left is a promotional landing page for the Trōv app. It features a blurred background of a living room with a blue sofa and a wooden coffee table. Overlaid text reads: "Discover the Value of Every Thing you Own" in large white letters, followed by "Trōv automatically collects and values your things so you can do more with them." in smaller white text. At the bottom are download links for the App Store and Google Play. On the right is a screenshot of the Trōv app's "My Trov" screen. The top shows the total value as "\$ 568,521 YOUR TROV WORTH". Below is a pie chart titled "VALUE" showing item categories: Furniture (\$22K, blue), Jewelry (\$13K, red), Electronics (\$10K, purple), and Others (\$3K, green). At the bottom are summary sections for "REAL ESTATE" (\$425K) and "VEHICLES" (\$44K).

Discover the Value of Every Thing you Own

Trōv automatically collects and values your things so you can do more with them.

Download on the App Store

Google play

\$ 568,521
YOUR TROV WORTH

Electronics \$ 10K

Furniture \$ 22K

Others \$ 3K

Jewelry \$ 13K

REAL ESTATE \$ 425K

VEHICLES \$ 44K

Catalyst Inc

Connect

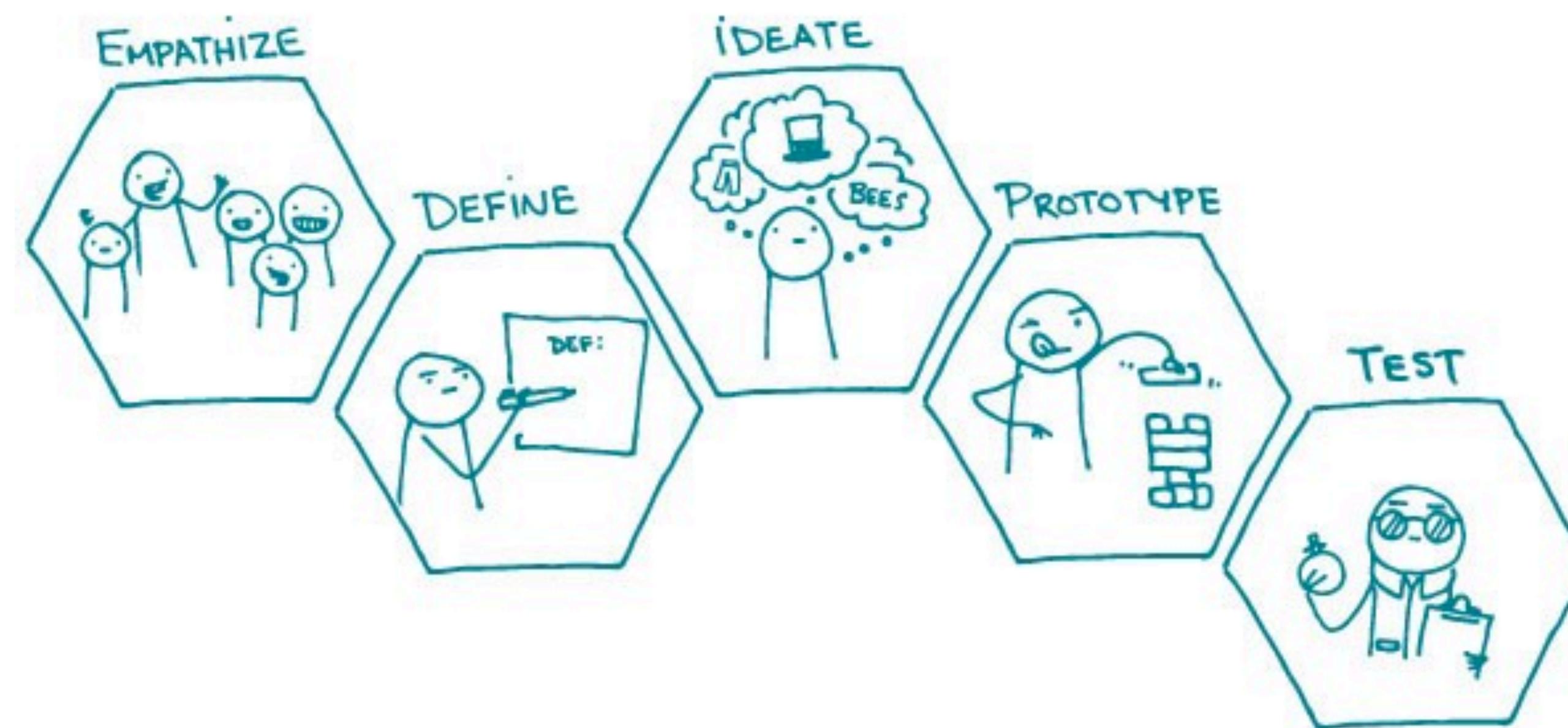


techstart^{NI}

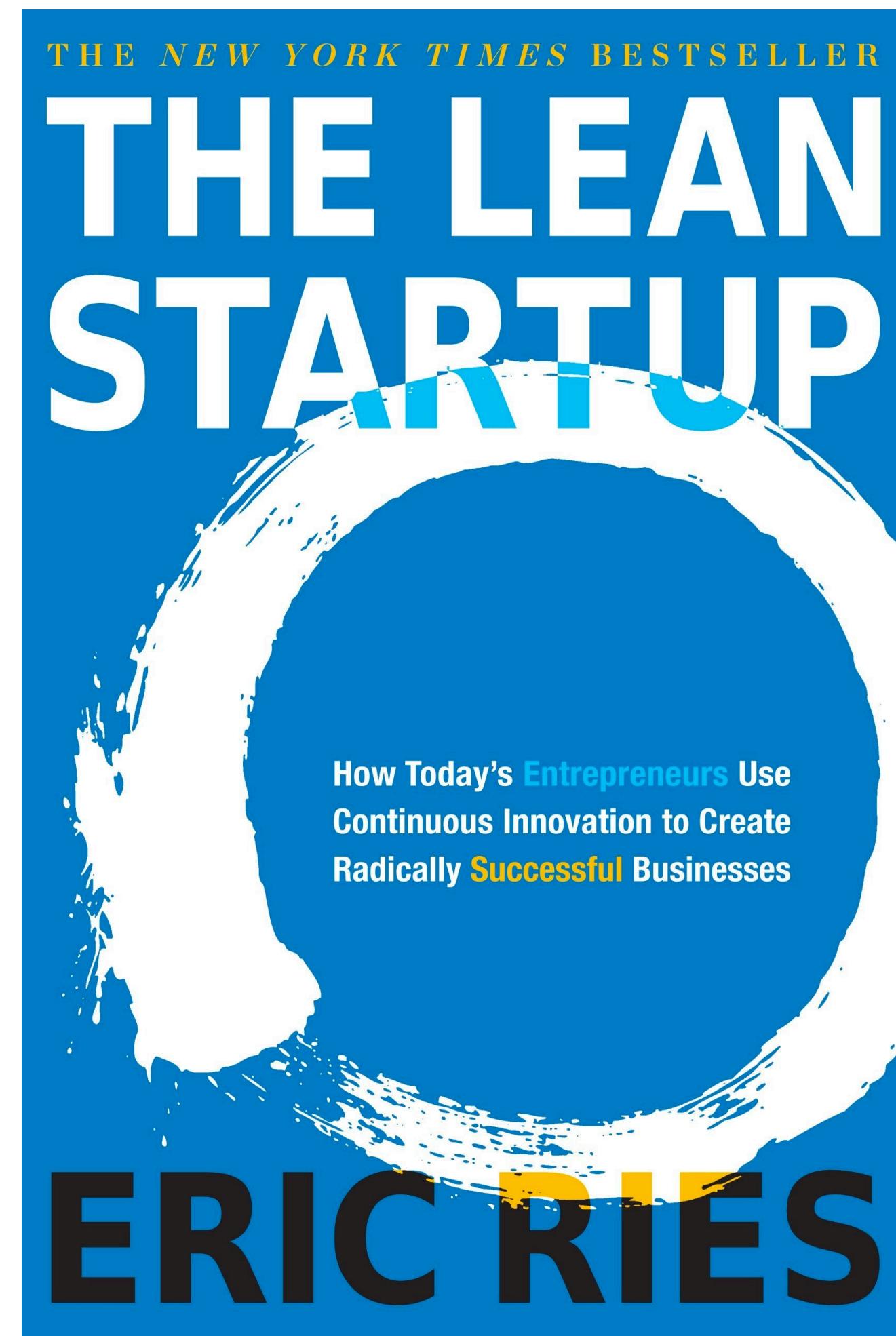


EXPERIMENT

DESIGN THINKING!



DESIGN SPRINT



TRACTION



Funding/Investment

**Bootstrapping
Angel
Crowd-funding
VC**

WHAT DOES A PITCH DECK DO?

IT TELLS YOUR STORY

1. You're looking to raise some cash and have found a potential investor
2. You're all kinda nervous but you think they're a good fit for your startup
3. You slide up in their DMs with the pitch deck (which is tailored to them and the portfolio/ previous investment activity)
4. They like the look of your startup and come back with questions
5. You meet, they give you cash and everyone rides off into the sunset

How to Pitch

**MEMORABLE
SIMPLE
ENJOYABLE**

SLIDE 1: OPPORTUNITY/CHALLENGE

- What's the big problem in the world you want to solve?**
- What's the current solution to it?**
- Why did you do something about it?**

SLIDE 2: SOLUTION

- What does your solution do? *not how it does it***
- Market Opportunity**
- Competitive Advantage**

SLIDE 3: TRACTION

- Sales/MRR (Monthly Recurring Revenue)**
- Customer Development**
- Technology/Product Development**

SLIDE 4: TEAM

- Who**
- Roles**
- Achievements**

SLIDE 4: NEXT STEPS

- Tell the audience about your next steps:**
 - Raise a round?**
 - Increase sales?**
 - Build team?**

Welcome

1

AirBed&Breakfast

Book rooms with locals, rather than hotels.

Problem

2

Price is an important concern for customers booking travel online.

Hotels leave you disconnected from the city and its culture.

No easy way exists to book a room with a local or become a host.

Solution

3

A **web platform** where users can rent out their space to host travelers to:

**SAVE
MONEY**

when traveling

**MAKE
MONEY**

when hosting

**SHARE
CULTURE**

local connection to the city

Market Validation

4

630,000

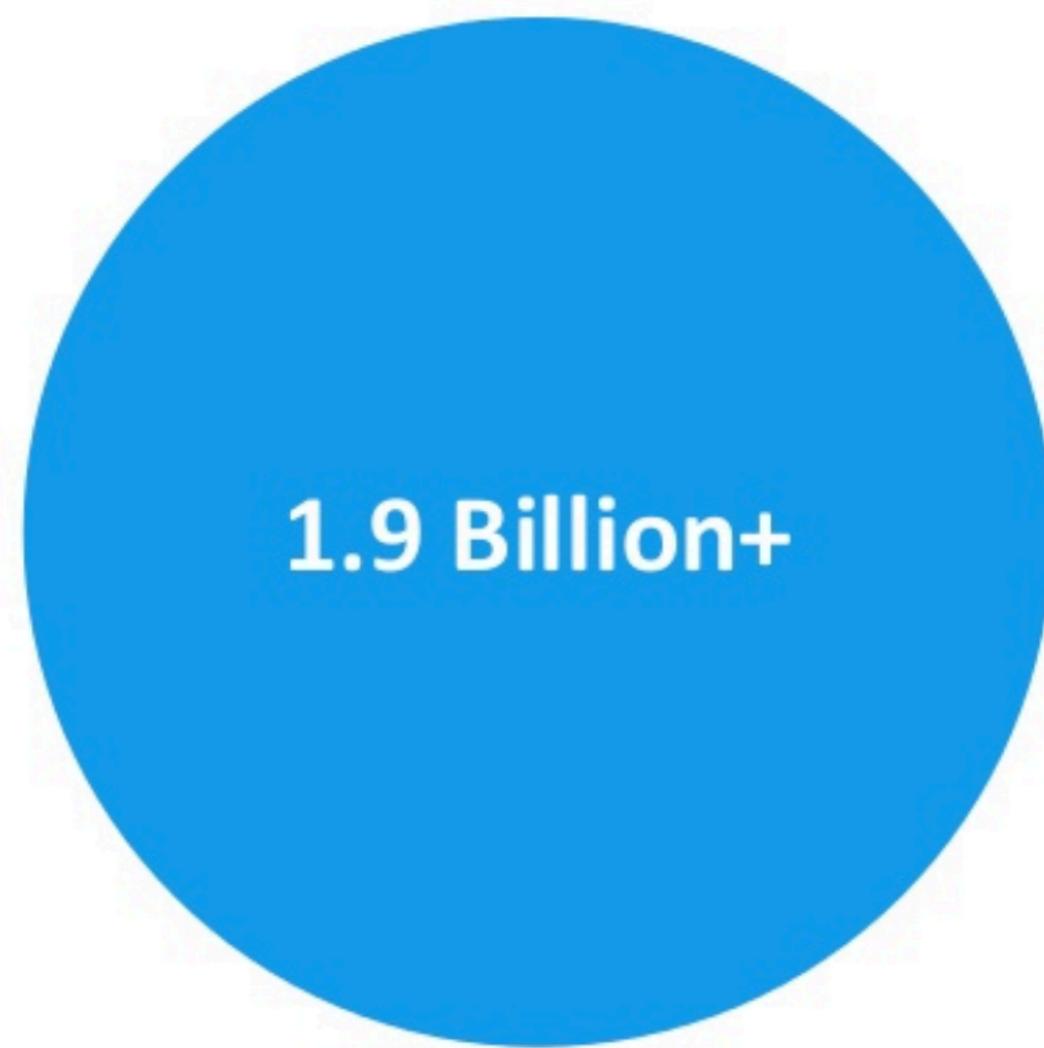
on temporary housing site
couchsurfing.com

17,000

temporary housing listings on SF
& NYC Craigslist from 07/09 – 07/16

5

Market Size



TRIPS BOOKED (WORLDWIDE)
Total Available Market



BUDGET & ONLINE TRIPS
Serviceable Available Market

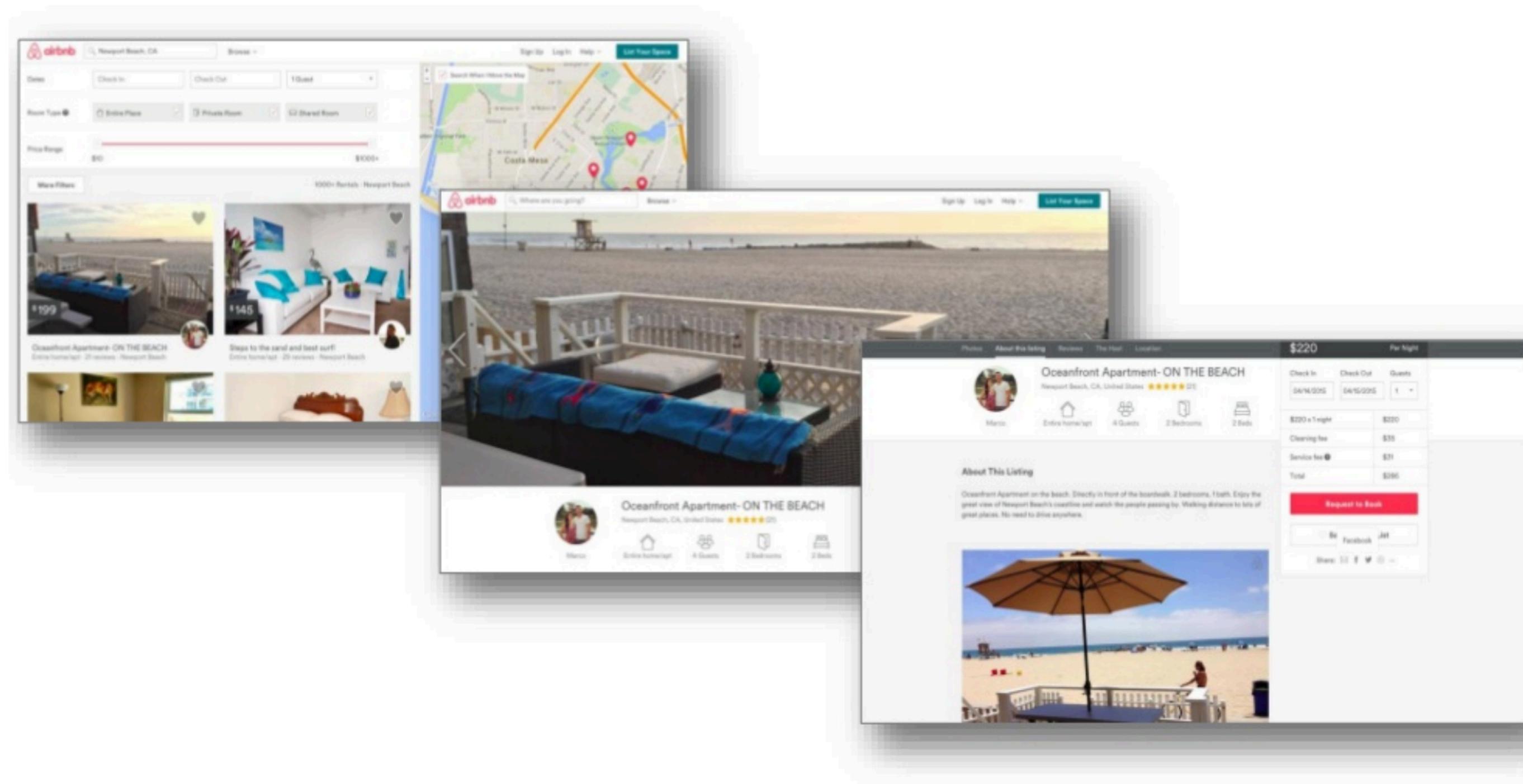


TRIPS W/AB&B
Market Share

Product

6

SEARCH BY CITY → REVIEW LISTINGS → BOOK IT!



Business Model

7

We take a 10% commission on each transaction.



TRIPS W/AB&B

Share of Market

AVG FEE

\$70/night @ 3 nights

REVENUE

2008-2011

Market Adoption

8

EVENTS

target events monthly

Octoberfest (6M)
Cebit (700,000)
Summerfest (1M)
Eurocup(3M+)
Mardi Gras (800,000)

with listing widget

Widget screenshot

PARTNERSHIPS

cheap/alternative travel



CRAIGSLIST

dual posting feature

AirBnB
screenshot

Craigslist
screenshot



Competition

9

OFFLINE TRANSACTION



ONLINE TRANSACTION



AFFORDABLE



AirBed&Breakfast



EXPENSIVE



Competitive Advantages

10

1st TO MARKET

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Integer nec odio. Praesent
libero.

HOST INCENTIVE

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Integer nec odio. Praesent
libero.

LIST ONCE

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Integer nec odio. Praesent
libero.

EASE OF USE

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Integer nec odio. Praesent
libero.

PROFILES

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Integer nec odio. Praesent
libero.

DESIGN & BRAND

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Integer nec odio. Praesent
libero.



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IGNITE

WHO IS IGNITE?

- LAUNCHED 2011
- 120 COMPANIES
- 300 FOUNDERS
- OVER £2M INVESTED
- £20M RAISED BY PORTFOLIO IN 2016

IGNITE NI



Tristan Watson
Managing Director



Peter Edgar
Programme Manager



Kate Nutt
Programme Associate

PROPEL PRE-ACCELERATOR

- LAUNCHED JAN 2018
- 20 TECH COMPANIES
- £15,000 GRANT
- 24 WEEK PROGRAMME
- 12 MONTHS OFFICE SPACE
- FAST TRACK TO ACCELERATOR INTERVIEWS

WHO'S IT FOR?

- TECHNOLOGY COMPANIES
- INDIVIDUAL OR TEAM
- IDEA STAGE OR EARLY MVP



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IGNITE