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Pitch Deck

Do not copy or redistribute - May 14, 2015

Pitch Deck Format

1. S + C + A
2. Product and Traction
3. TAM/SAM/SOM
4. Competition
5. Team
6. Growth Tactics
7. Funding history + Ask
8. Contact, timing, follow up
9. Appendix

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S + C + A

Tell demand proxy stories

Investor’s biggest fear = what you've built is based on your theories.
Tell them what inadequate tools persona is using (therefore, they need what you're making)

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Avoid being apologetic

If you’re solving an important problem then letting them invest is a favor. If you don't believe that, change what you’re doing.

Make a sound bite stick: ‘x of y’ or ‘x meets y’

‘ebay of B2B services‘
‘airbnb meets trucks‘

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Elevator Pitch= S+C+A+SAM

"Turkish urbanites have no time to cook. 2m now use the internet, growing at 30%. We let them order food online. Market is X billion"

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Product

Investor’s main question = Compelling Product

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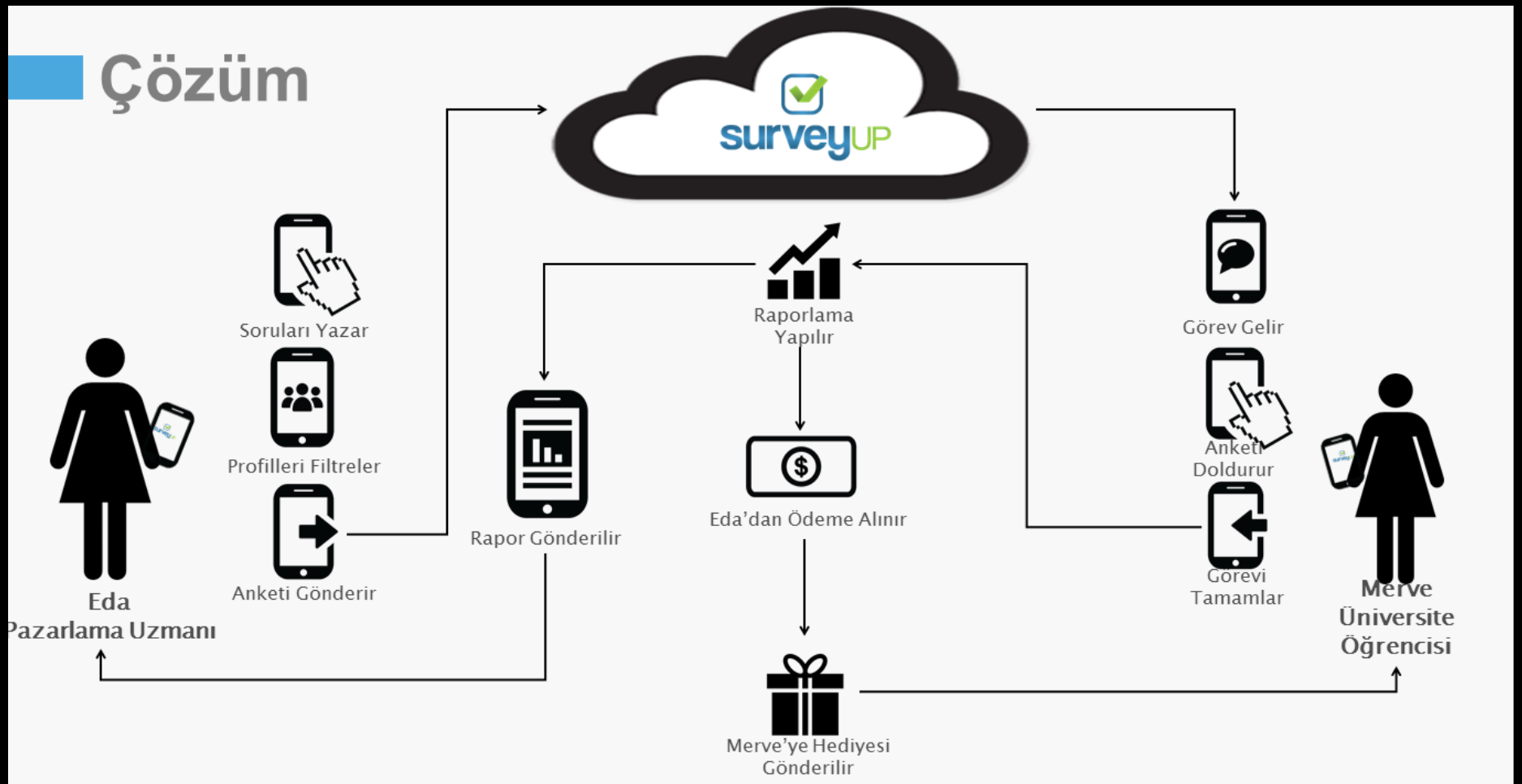
Show. Do not tell.

Don’t ever say ‘we're committed to product’ or ‘our product is superior’ These messages must be implicit.

Çözüm


surveyUP
Soruları Yazar
Profilleri Filtreler
Anketi Gönderir
Eda
Pazarlama Uzmanı
Rapor Gönderilir
Raporlama Yapılır
Eda'dan Ödeme Alınır
Merve'ye Hediyesi Gönderilir
Görev Gelir
Anketi Doldurur
Görevi Tamamlar
Merve
Üniversite Öğrencisi

Demo the Product

Show Traction

Hastalar Sesli BiDoktor'u tercih ettiler

Görüntülü Görüşme

Doktora Gitmeden Doktora Görün

Ziyaret 354 → Tıklama 26 (%7,3) → Kaydolan 8 (%30,7)

Sesli Görüşme

BiDoktor'a Danış.

Ziyaret 153 → Tıklama 29 (%18) → Kaydolan 11 (%37,9)

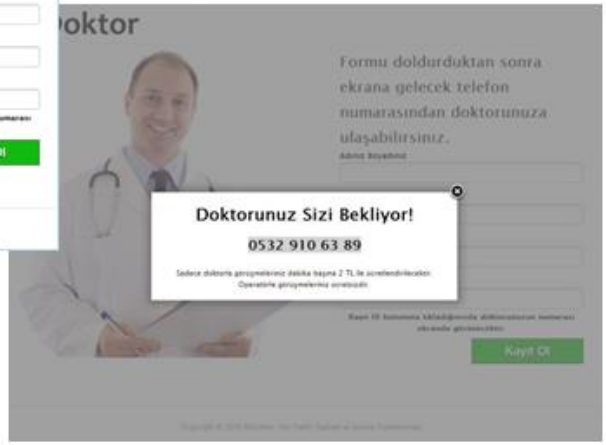
BiDoktor ‘a İlgi Yüksek

Ziyaret 1447 Tıklama 211

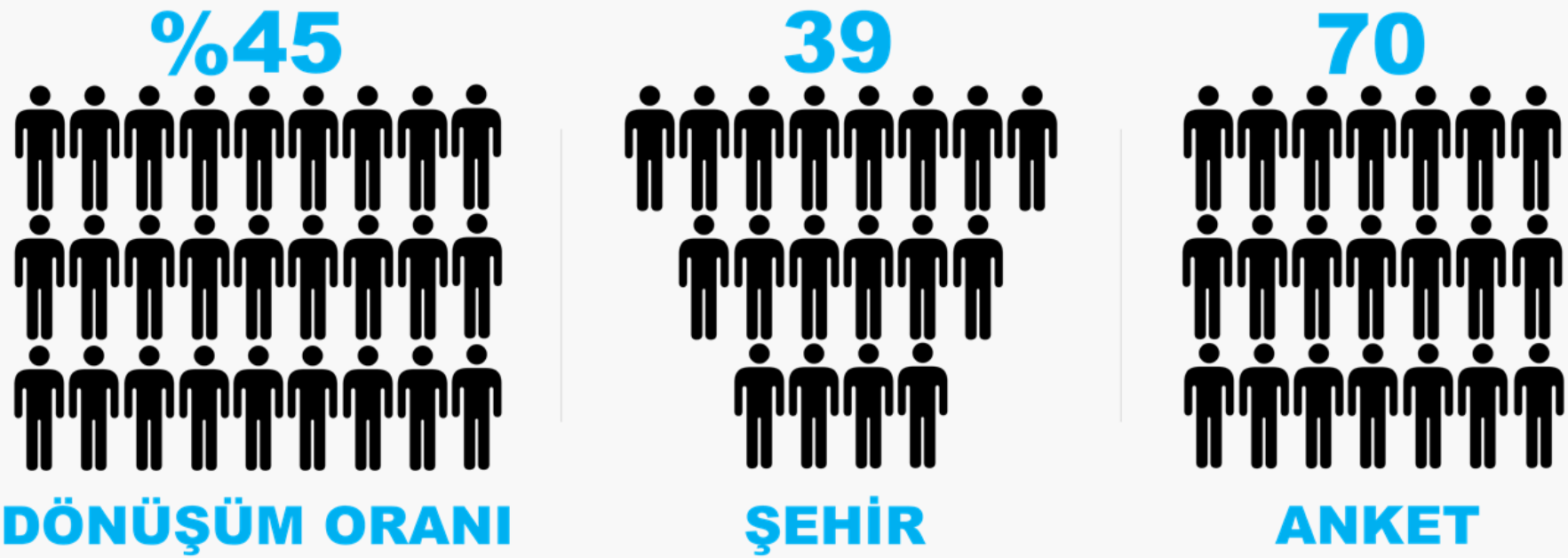
%15

Ziyaret 213 Tıklama 43

%20



SurveyUp'a İlgi



TAM/SAM/SOM

TAM =

Total Available Market

= an annual upper bound on total possible demand on your product

SAM =
Servicable Available Market
= a subset of TAM
= an upper bound on total possible market per your current assumptions

SOM =

Servicable Obtainable Market

= a subset of SAM

= upper bound on your market share of SAM

(aim at 5-10% within 5 years)

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This is Arbitrary

but you must do it anyway

BiDoktor'un Pazarı 1.2B₺

Toplam Pazar Büyüklüğü

Yapılan Tüm Muayeneler (TÜRKİYE)

Toplam muayene adedi: 650 Milyon
Ortalama muayene ücreti: 10 ₺

Servis Verilebilir Toplam Pazar

6.5B x %38 x %50

(LVL 1 muayene) (20-49 Yaş)

Elde Edilebilir Pazar

1.2B x %5

10

Optional: Show SAM-SOM Sensitivities

Wedding Band/DJ Market U.S. TAM/SAM/SOM	
Number of Weddings Per Year in US = TAM	2.300.000
Percentage Books Online	15%
Servicable Available Market = SAM	345.000
Percentage Share of Market =SOM	0,05
SOM	17.250
Avg Customer Spend on Music	$1.500
Average BrideJam Commission	8%
BrideJam Annual Revenue	2.070.000

	Sensitivities	SAM%					
	(000)s	1%	5%	10%	15%	20%	30%
	5%	138	690	1.380	2.070	2.760	4.140
	10%	276	1.380	2.760	4.140	5.520	8.280
SOM%	15%	414	2.070	4.140	6.210	8.280	12.420
	20%	552	2.760	5.520	8.280	11.040	16.560
	25%	690	3.450	6.900	10.350	13.800	20.700
	30%	828	4.140	8.280	12.420	16.560	24.840
	35%	966	4.830	9.660	14.490	19.320	28.980

Show Lifetime Customer Value (LTV)

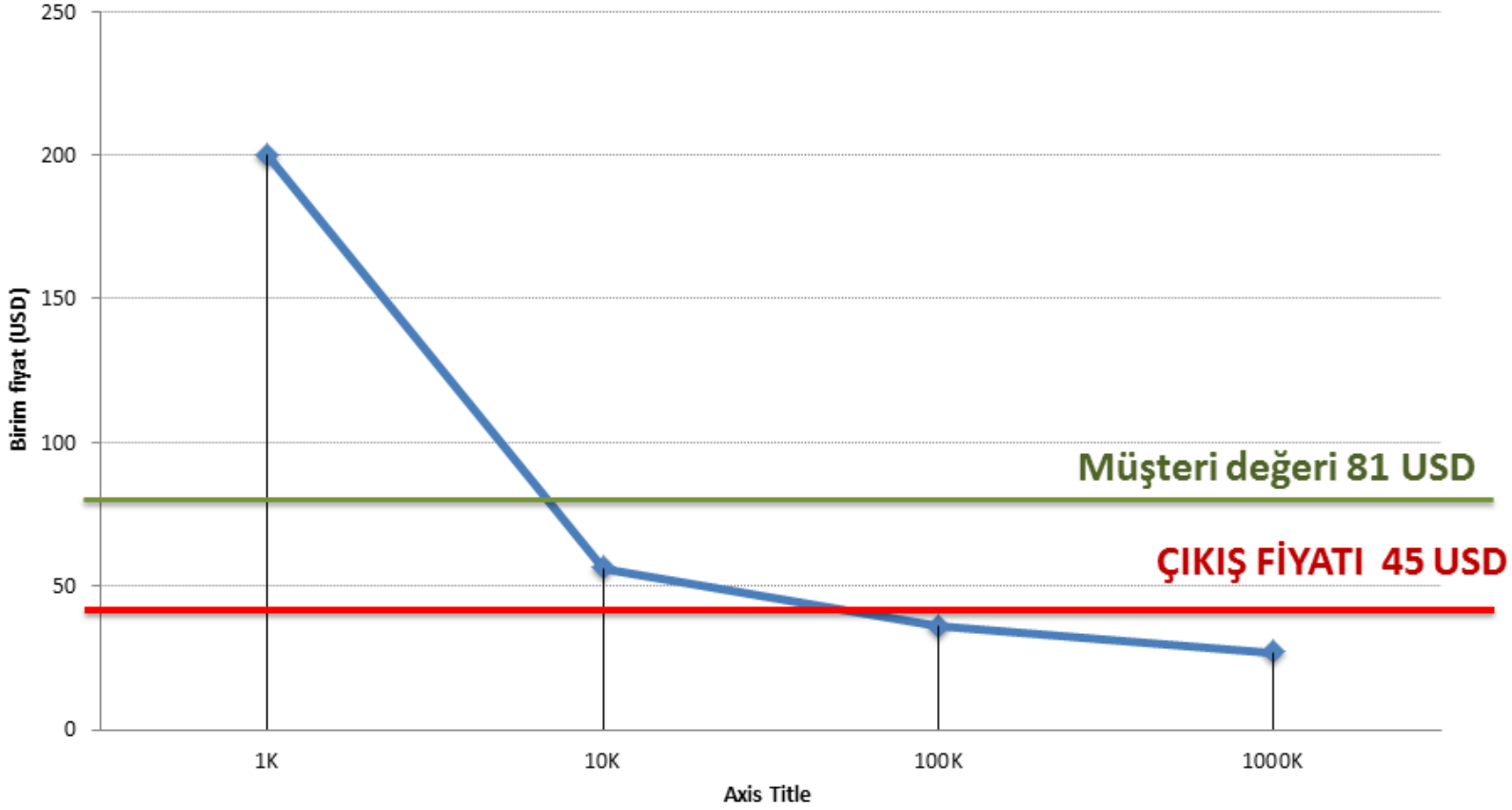
MÜŞTERİ DEĞERİ

Cost of reaching ONE prospect ($)	- ₺
Conversion rate (%)	11%
Average purchase ($)	99 ₺
Retention Rate (%)	80%
Time between purchases (years)	1,5
Profit margin (%)	72%
Annual discount rate (%)	22%
Annual inflation (%)	12%
Profit per purchase ($)	71 ₺
Net Present Value of purchase stream ($)	179 ₺
Cost of acquiring one customer ($)	- ₺
Lifetime Value of Customer ($)	**179 ₺ (81 USD)**

Show Marginal Cost Curve

Economies of scale with 100/1000/100K/1M Units

BİRİM-MALİYET ANALİZİ



Malzeme	1K	10K	100K	1000K
Adet Fiyatı	200 USD	56 USD	36 USD	27 USD

Add Growth Hacking Tactics

Büyüme Stratejimiz

1. Akıllı SMS ile Tanıtım

Akıllı SMS ile gençlere, kampüslere ve ev hanımlarına ulaşacağız

2. Gnctrkcll Segmenti ile Entegrasyon

Gnctrkcll ile birlikte çalışarak gençleri SurveyUp kullanımına çekmek.

3. Turkcell Telefon Entegrasyonu

Turkcell telefonlarına (T40 ve T50) SurveyUp yerleştirmesi ile kullanıcıyı arttırmak.

4. E-Ticaret Siteleri Entegrasyonu

E-Ticaret sitelerinde SurveyUp ile ödeme seçeneği sunup kullanıcıyı arttırmak.

5. Kurumsal Firma İşbirlikleri

Acıbadem Holding, Yapı Kredi, Coca Cola, Philips, Hayat Holding ön görüşmeleri yapıldı.

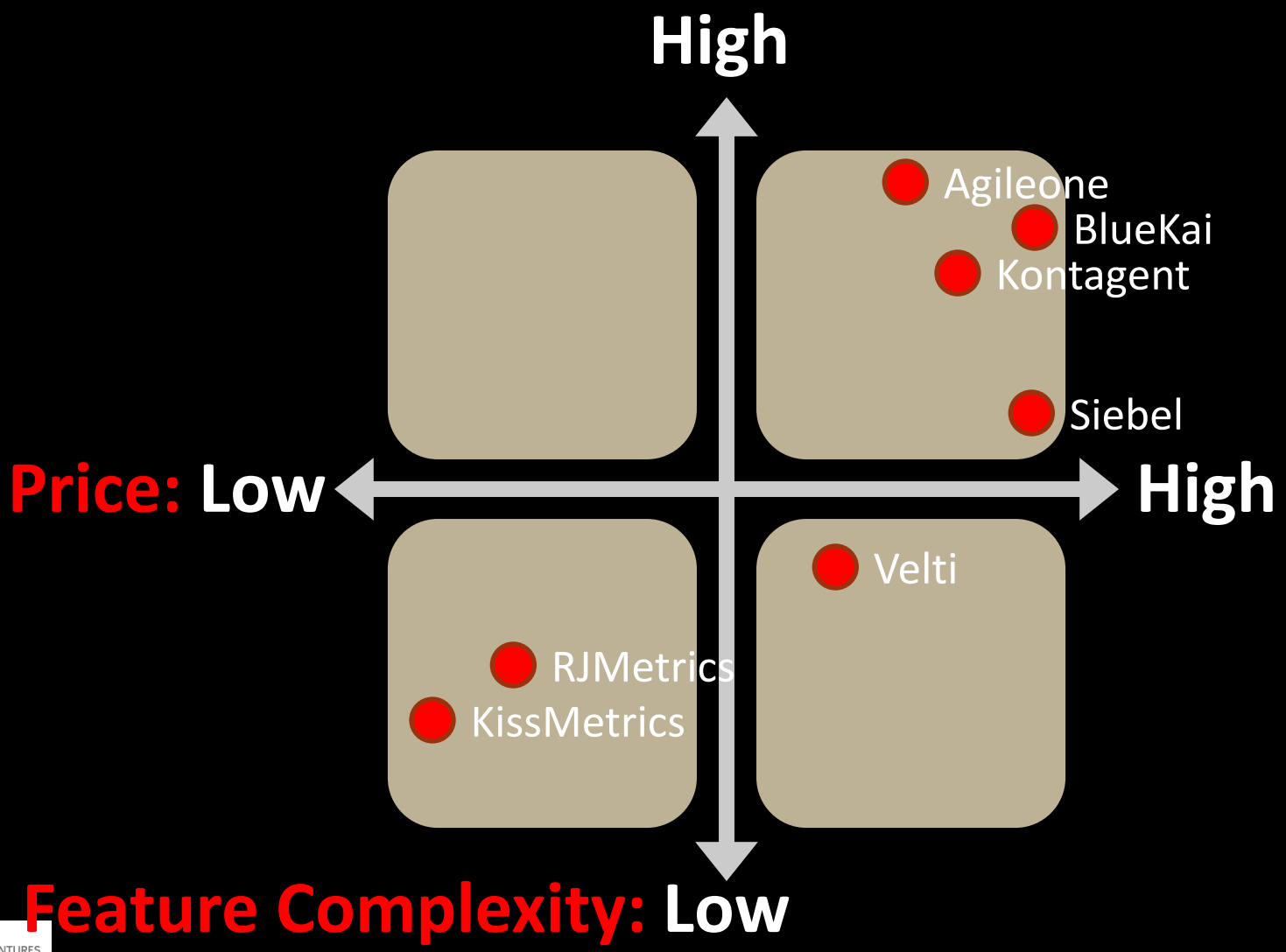
Competition

List All serious Competitors

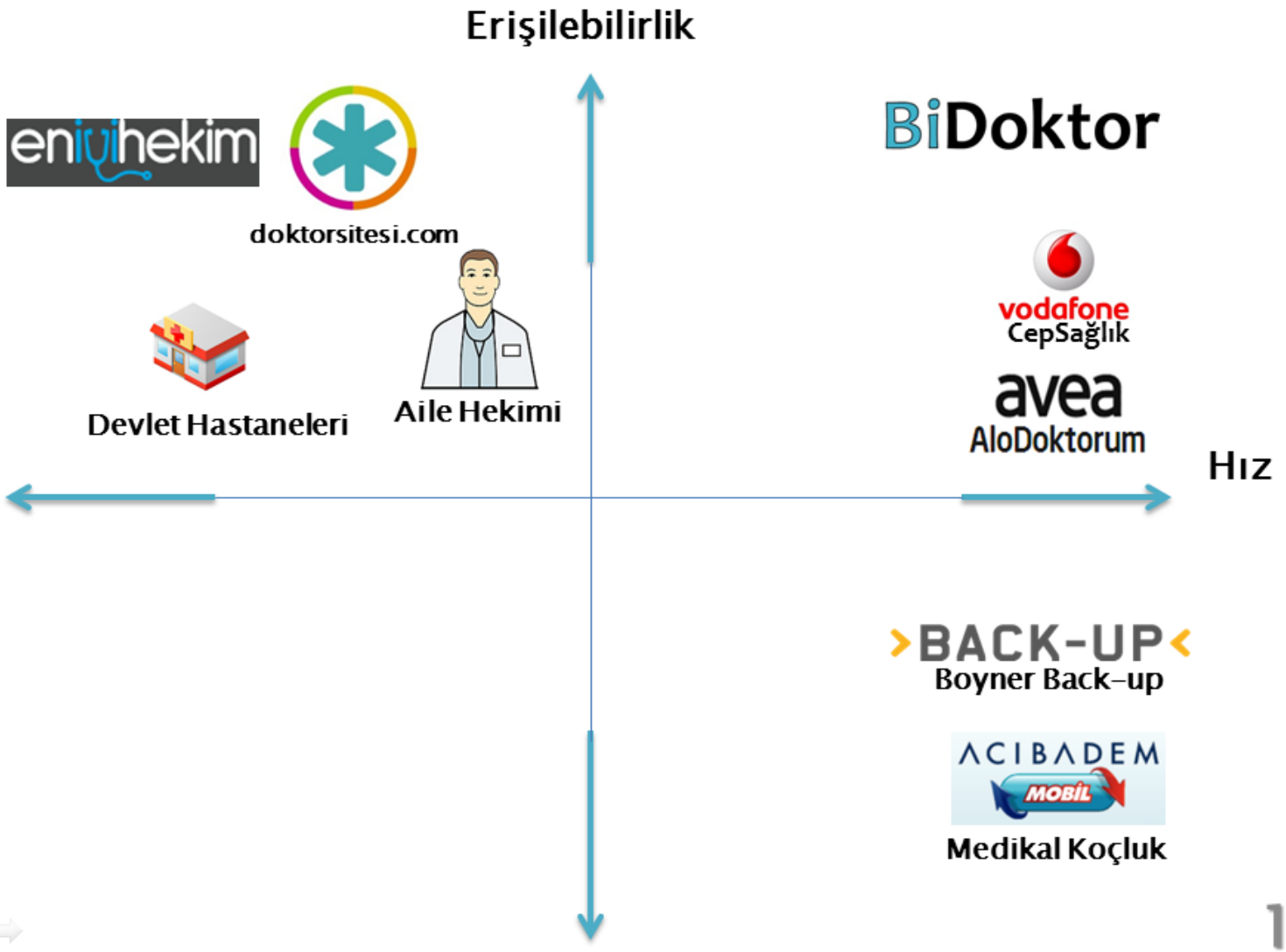
Missing one that VC can name is a BAD thing.

Use SpyFu, Venture Beat, Quora, Alexa, HN alternativeto.net

2x2 Competition Profile Example



BiDoktor Rakiplerinden Daha Erişilebilir, Daha Hızlı



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KULLANIMI KOLAY, MÜŞTERİYE FAYDA YOK

KULLANIMI KOLAY, MÜŞTERİYE FAYDA VAR

Loop
Kullanımı kolay
Ödül yok

Zoozz
Kullanımı kolay
Ödül var

SurveyUp
Kullanımı kolay
Müşteriye ödül var

Datafield
Kullanımı zor
Ödül yok

Survey Pet
Kullanımı zor
Ödül var

Npolls
Kullanımı zor
Ödül var

KULLANIMI ZOR, MÜŞTERİYE FAYDA YOK

KULLANIMI ZOR, MÜŞTERİYE FAYDA VAR

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Team

If you need a key team member, say it upfront

BiDoktor Takımı'nın Doktora İhtiyacı Var

Özgür Ağırman, CEO

Yönetim Bilişim Sistemleri
Boğaziçi Üniversitesi

New Ventures
Turkcell

Özer Öcek, Staff

İktisat
Kocaeli Üniversitesi

New Business Acceleration
Turkcell

Tıp
Maltepe Üniversitesi

Bilgisayar Müh.
Hayat Üniversitesi

Funding & Ask

List All previous funding

Include bootstrap, FFF, competitions, government subsidies, indirect resources etc.

Raise 50-100% more funds than you think you'll need

a. product takes longer to build and
b. deals take longer to close than you expect

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Know Your Monthly Burn and Runway

Remaining Cash / Monthly Burn
= Runway

Contact & Follow Up

Give One Clear Contact

Include email, mobile, linkedin, twitter

Appendix

Put Everything else in an Appendix

Set up a dropbox folder and include the link. Consider a Line.do for an online sharable timeline

The Pitch

CEO or Hustler Founder should Pitch for Money

Speak slowly, clearly and a bit louder

1. imagine the investors are hearing impaired
2. do you feel you're speaking too slowly? that’s about the right speed

Build the Pitch Deck

- Divide the slides among team members
- Create first draft

do it

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