

Guiding Document for presenting your proposal

The initial presentation (this could be a ppt or a word document) **should not be more than 12- 15 slides, covering the points mentioned below.** At this stage, details and numbers are not necessary.

At the preliminary stage the review committee is keen to understand if the concept, the team behind the concept, your aspirations and what you seek from us.

1) Cover slide

- Company name and logo
- Current status
 - Concept / idea stage
 - Just launched (less than 3-months in operations)
 - Operational for more than 3 months
- Contact details (city, e-mail, mobile)
- Url (Website, if there is one)
- One line that clearly describes the concept/product/service

2) Team

- Highlight what will each member of the team do in the venture, and why he/she is best suited for the role

3) What is the issue / pain point that your product / solution addresses

4) Concept / Product / Technology Overview

- How do you plan to address the issue or problem that you have identified above
- Highlight the uniqueness of the product or service or technology and NOT the technical details of list of features of the solution

5) Business model

- This is about how you will make money from this business opportunity.
- This is NOT the excel sheet. In simple terms, this is about who will pay how much and to whom for you product

6) What is the size of the market opportunity?

- This section is NOT about what your plans are, but about what the size of the market is. This section should therefore give a sense about how many customers are there in your target market and at the price that you are selling your product at, what is the revenue potential if all of them were to buy (not that they will, but this is to give an indication of what the size of the market is)

7) Current traction

- What have you achieved so far – product, customers, revenues, etc.
- If you have, include photographs (e.g. if you have physical stores or products that you manufacture or office pictures).

8) Competitive landscape

- Who are you currently or in future likely to compete against and what is your plan to win this battle?
- Explain why this is better than competition

9) Financials current and projections

- Summary of your business plan excel sheet (Note: the detailed excel sheet is NOT required. Just key figures at annual level for 3 years is sufficient for the preliminary evaluation.)
- Cover all possible costs and possible revenues

10) Tell us what areas you seek our assistance in

- Business Planning
- Assistance in developing the product/service
- Fund raising
- Intellectual Property Rights Support
- Company formation Support / legal support
- Assistance in connecting with potential customers
- Any other