



RACE FOR THE BALTIC

SOLUTIONS FOR A HEALTHY BALTIC SEA

Investor perspective

September 18, 2024

Peter WN - For lack of a better option

- Investment bank



- Startup



- Management consultant



- Investment manager



- CEO



Advice

If only two things

1. See it from their perspective

2. Be prepared

2. Be prepared

<https://www.venturecup.se/>



How you create your perfect pitch deck

1. INTRODUCTION

Begin your pitch deck with a short presentation about who you are, a description of your company and presenting the purpose of your pitch. For example, define your vision and/or your goal and tie it together with your company's purpose and problem description. It's important to consider who the listener to your pitch will be and how it speaks to the recipient. Also, think about how you can catch the reader's interest, so that they will want to know more.

2. PROBLEM DESCRIPTION

Describe the problem or need that you have identified. Explain for whom this is a problem (target group), how big the problem is for them and how often it occurs. It is also good if you can show how much money the potential customer is willing to add to get the problem fixed. A clear and thorough description of the problem shows that your team has understood the problem and the market that you operate in. Please describe trends in the relevant area and if you have conducted interviews or surveys with the target group, present the results that confirm the problem. One method that can be difficult to manage, but effective if you succeed, is to describe the problem so that it touches both the heart and brain of the beholder.

3. SOLUTION

Continue with explaining how your product or service solves the problem - and the benefits of it. Is it, for example, smoother than existing alternatives, cheaper, creating a better feeling or saves the customer time?

4. PRODUCT/SERVICE

Show how you think your product or service will look like, for example in the form of a sketch or prototype. A big plus is if you can demonstrate how this works, or should work, if it is not developed yet. It's easy to get going talking about your product or service, try to keep it to the most necessary parts of the beholder.

5. VERIFICATION

Explain how you verify that your product or service solves the problem detected. Tell us if you have let potential customers try your product or service, the feedback you received and any improvements you have made based on the feedback.

6. TEAM

Describe the team behind your idea. Who are you and what experience do you have that emphasizes that you are the right team to succeed? Explain why particularly your knowledge or competence will help in building a scalable and successful business.

Please include the different roles or tasks the different team members are having.

7. MARKET

Describe how big the market is for your product or service. How many potential customers are on the market. Is it possible to scale up operations to other geographic areas than you initially targeted? In such cases, how big is the potential market? In some cases, product or service can be adapted to suit other industries than the initial, is there any such market for your product or service and in such case how big is the market for it?

8. COMPETITORS

Describe your competitors. If it's a new product or service and therefore there are no direct competitors - tell us what the alternative to your product or service is. How do the customers themselves solve the problem today? A bonus is if you can describe the proportion of the market that your competitor owns and what shares you intend to take.

9. BUSINESS MODEL

How will you make money? What does your business model look like? How will customers pay for the product or service? Direct payment, subscription? Describe it - and link the income to your budget.

10. BUDGET AND INVESTMENT

Describe your budget, how you will cope with the liquidity and how many products you have to sell to break even. It can be difficult - and there are many uncertainties in the estimates in these early phases of a business, but studies show that this part gets the most attention from investors. It is also in this part you can tell what you are looking for. If you are seeking capital for your business idea, this is the slide where you tell the audience how much money you are looking for, what you plan to use the money for and what the investor gets in return. But often one can have different conditions for different investors. One tip is, therefore, not to print this in your presentation, but instead deliver it orally when you meet the investor in person.

11. CONTACT DETAILS

Finally, you will leave your contact information for interested people to come in contact with you.

We wish you the best of luck in creating your pitch deck and hope this guide has been helpful! For more inspiration, check out our test case Venture Ice Cup below to see what a pitch deck can look like.

- Introduction
- Problem description
- Solution
- Product / service
- Verification
- Team
- Market
- Competitors
- Business model
- Budget and investment
- Contact details

Concrete

	<u>Bitcoin</u>	<u>Reed</u>
▪ Introduction (spark interest)	\$	Save the sea + \$
▪ Problem	Transaction costs	Eutrophication / Lots of reed
▪ Solution	Block chain (SW)	Straws / Soil / Fodder
▪ Business model	?	How \$? (Scalability)
▪ Market		Size, dynamics
▪ Financials		Forecast
▪ Competitors		Hemp, straw, harvesters...
▪ Team		Important!
▪ Risks		...and how to handle them

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Executive summary / elevator pitch (3 min)