

Pitching Your Ideas to Your Sponsors

To get the most impact, suggest you request and schedule a 30-minute presentation with your sponsors. Attention span is short for most senior executives so please make the most of your 30 minutes.

Split the time into a 15-minute presentation and a 15-minute Q&A session.

For the first 15 minutes, Use less than 10 slides to present the following:

Begin with something that you are passionate of changing

Play it Sam!



- 1. The Pain Worth Eliminating:** the problem you are trying to solve
- 2. Crisis and Pain Reduction:** The solution you are offering
 - What is the purpose of your business?
 - What is the service or product?
 - What does this look like (MVP or minimum viable version)?
 - How does it work? How does it reduce pain? Overcome this crisis?
- 3. The business model** you will build a scalable venture
 - What product are you selling?
 - What and where is your market? How big is this market?
 - How will you reach them (what is your marketing strategy)?
 - Why will they pay for this? How much and how often?
 - How do you intent to promote your products?
- 4. Critical Control and Cost Components:** Unit economics, financial projections, functions, governance, operational support, Critical Success Factors (CSFs), and risk management.
- 5. Competition:** The competitive landscape. Connectivity to the local industries. How can the local industries connect and become suppliers and vendors to your idea.
- 6. Customers:** Who is your ideal customer? How to find them? How to deliver you products and services to them?

7. Your Team or Colleagues. Why your team (extended business team and any advisors). Courage? Why do you believe your team can do, and no other teams, can do this?

8. Countdown

- When are you planning to go to market?
- How much money do you need to get to the next milestone?
- What is the burn rate? At which stage?
- How long will this company survive?

Please note: *This is more content than you will be able to communicate in less than 15 minutes. You will need to be selective with which slides you will put into your core presentation, and which will be put into an APPENDIX. Your appendix slides will be used only if you get asked a question from one of the judges during the question and answer period.*