



This project is co-financed by the  
European Union and the Republic of Turkey  
Bu proje Avrupa Birliği ve Türkiye Cumhuriyeti tarafından  
finanse edilmektedir



Technical Assistance for Turkey in Horizon 2020 Phase-II  
EuropeAid/139098/IH/SER/TR

# Turkey in Horizon 2020 II

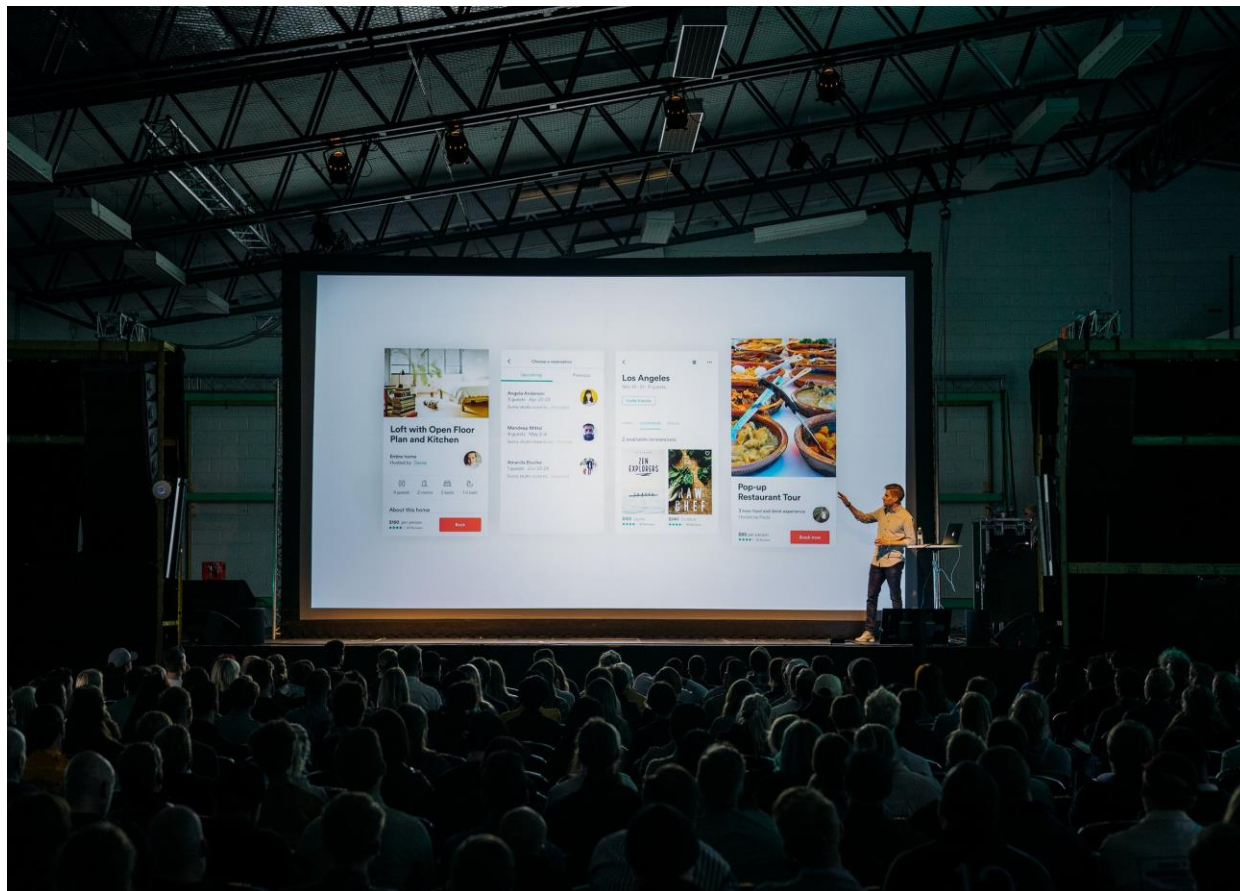
## Proposal Writing Training for SMEs: Preparing a pitch deck

*Grigoris Chatzikostas*

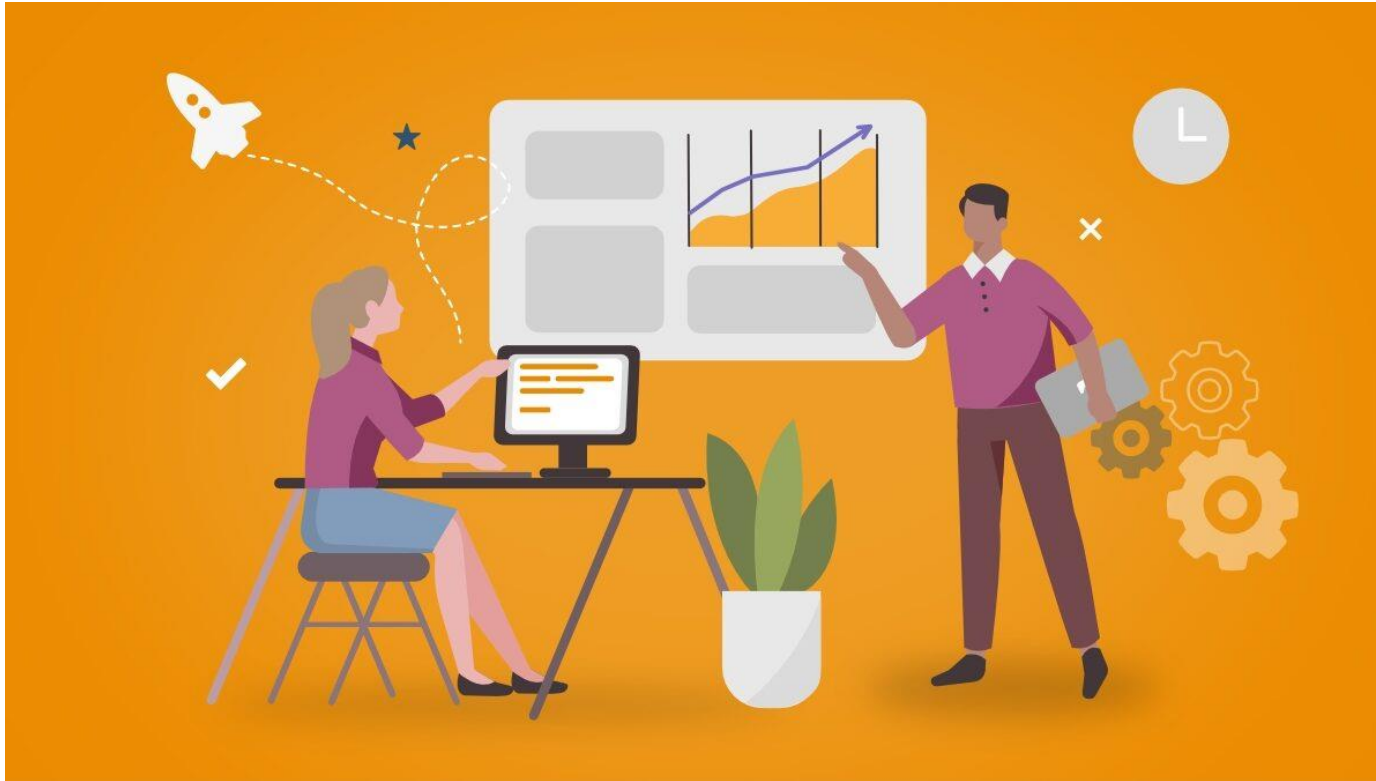


REPUBLIC OF TURKEY  
MINISTRY OF INDUSTRY  
AND TECHNOLOGY





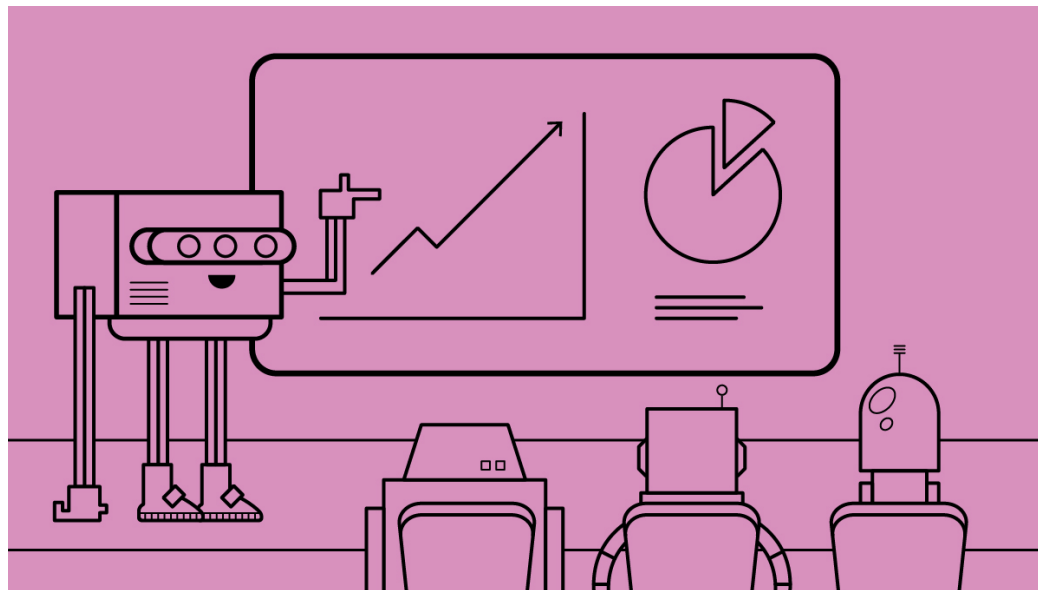
A pitch deck is a key part of your fundraising toolkit. Including the right content can make the difference. The best startup pitch decks include valuable information related to traction achieved, funding goals and objectives, executive team, value proposition, competition, and more.



**The template for pitch will remain the same as in  
H2020**

**Total duration 10 mins:**

Company Purpose  
Problem & Solution  
Value Proposition  
Market Opportunity & Risks  
Competition  
Business Model  
Commercialisation & Marketing  
Strategy  
Financial Projections  
Team  
Conclusion



**After submission, the pitch document  
cannot be changed anymore**

**One slide for each heading**

- Take **award criteria** into account and **address all of them** in your pitch appropriately
- While writing the proposal, **plan enough time to prepare** the pitch deck
- Be precise and to the point: you only have **10 minutes** to present
- Explain your technology/innovation/business in way that **everyone understands it immediately** (avoid technical language)
- Use visuals and **do not overload slides** with text
- Do not forget that **update of pitch deck** before interview date is **not possible**
- Do not ignore the **technical requirements**: Separate PDF file, should not exceed 10MB

What is your mission?  
Describe the company and what you do in one  
sentence.



"People don't buy what  
you do; they buy why you  
do it. And what you do  
simply proves what you  
believe."

**SIMON SINEK**

AUTHOR & SPEAKER

## Welcome

1

# AirBed&Breakfast

Book rooms with locals, rather than hotels.

This is a faithful reproduction of the  
original AirBnB pitch deck.

You may download an editable PowerPoint  
version at [PitchDeckCoach.com](https://PitchDeckCoach.com)





**Find and Contact the People You Need  
Through  
the People You Already Trust**

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- What is the customer pain?
- Is there currently a problem/unmet market need?
- Tell a short story about how your innovation is unique in alleviating this pain or fulfilling customers' needs.



## 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 home with a local or become a host.

## Solution

3

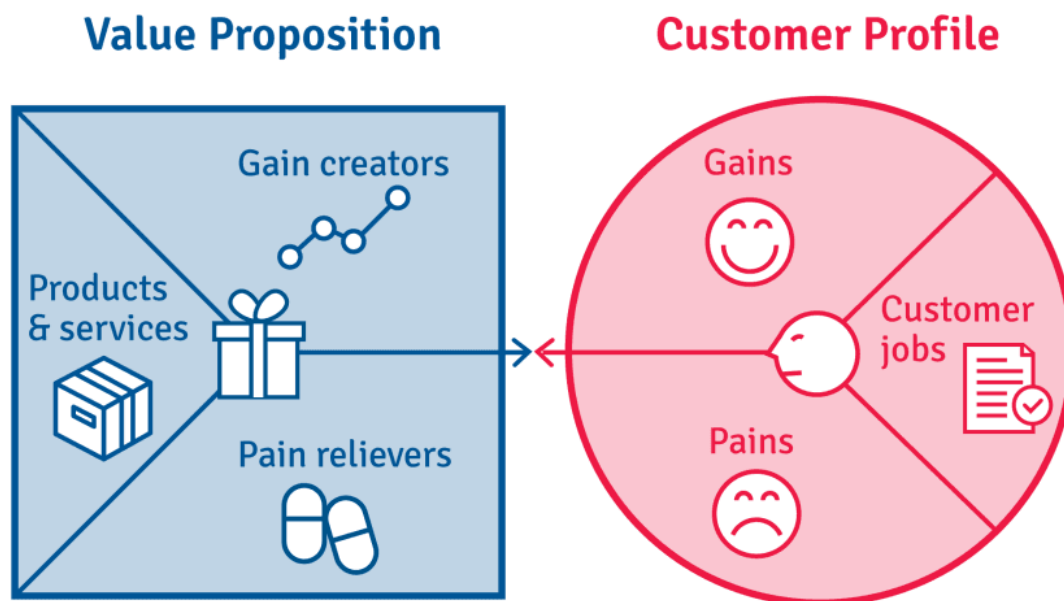
**A web platform** where users can rent out their space to host travelers to:

**SAVE  
MONEY**  
when traveling

**MAKE  
MONEY**  
when hosting

**SHARE  
CULTURE**  
local connection to the city

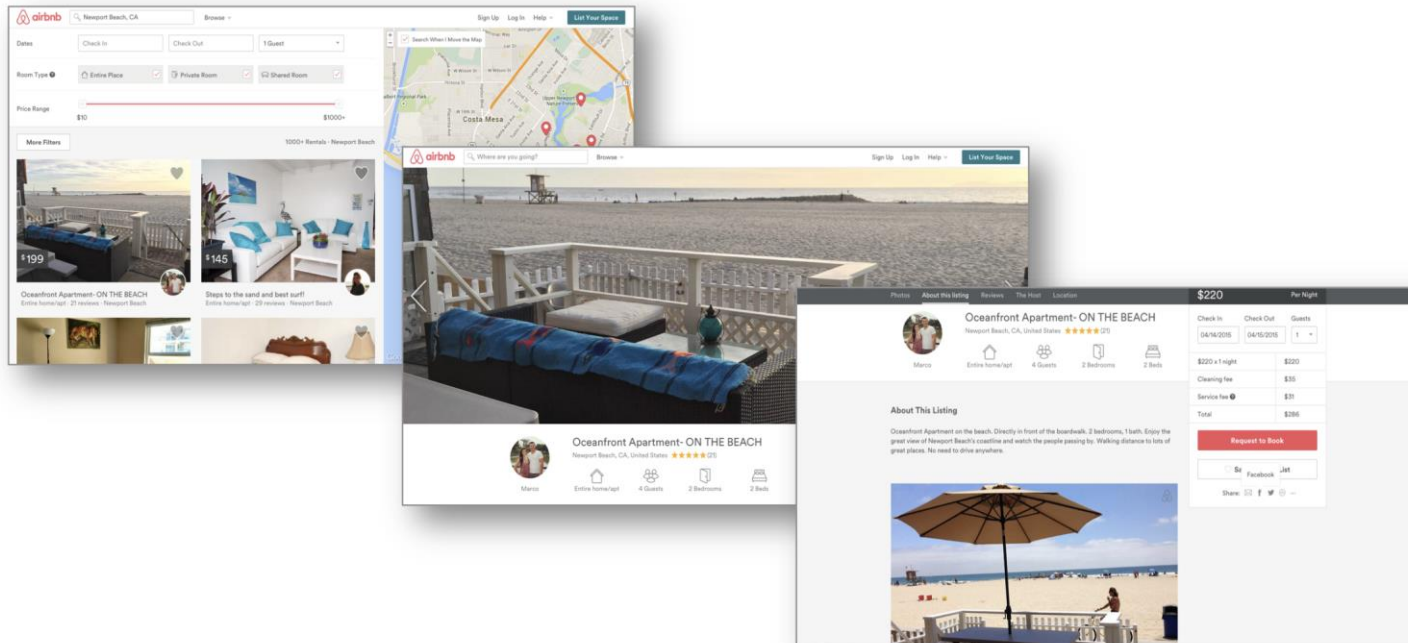
- How do your customers value your offering?
- Define and assess the concrete benefits a customer gets from using your products or services.



## Product

6

SEARCH BY CITY —————> REVIEW LISTINGS —————> BOOK IT!



Template by PitchDeckCoach.com

- What is the market creating potential?
- Give a prediction of the size of the target market and the share you intent to capture.
- Explain how your product will transform the market.
- List the main risks related to your innovation and how you deal with them.

## Market Validation

4

630,000

on temporary housing site  
couchsurfing.com

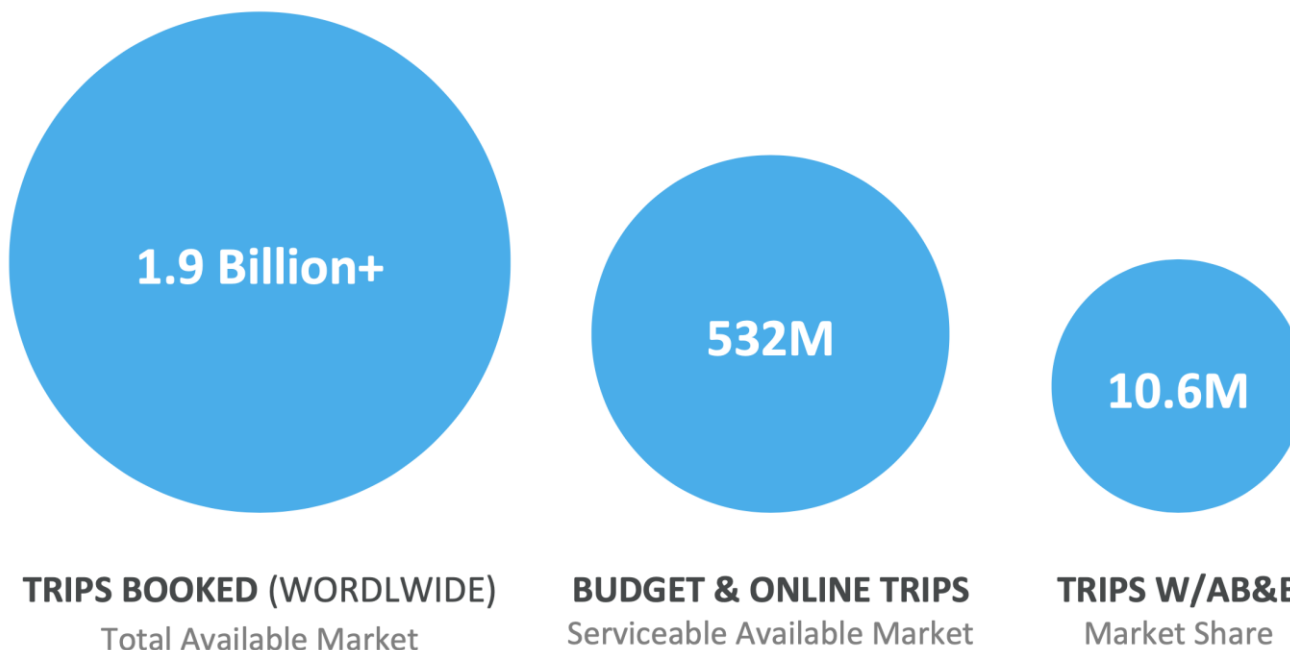
17,000

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



## Market Size

5



Template by PitchDeckCoach.com

- Who is the competition and where are you?
- Show how you will overtake the competition.

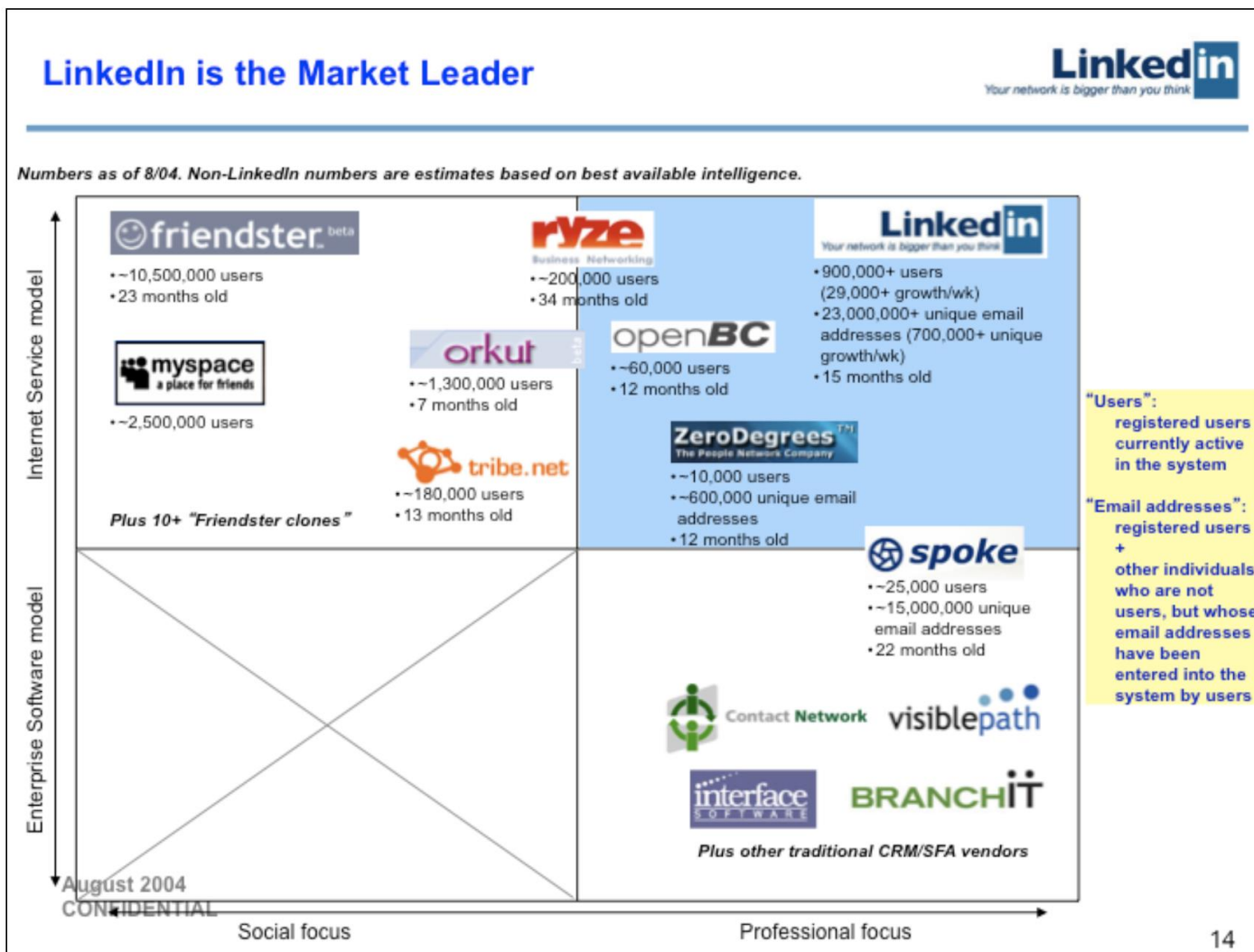


## Competition

9



Template by PitchDeckCoach.com



## LinkedIn's Market-Leading Position Creates Strong Barriers to Entry

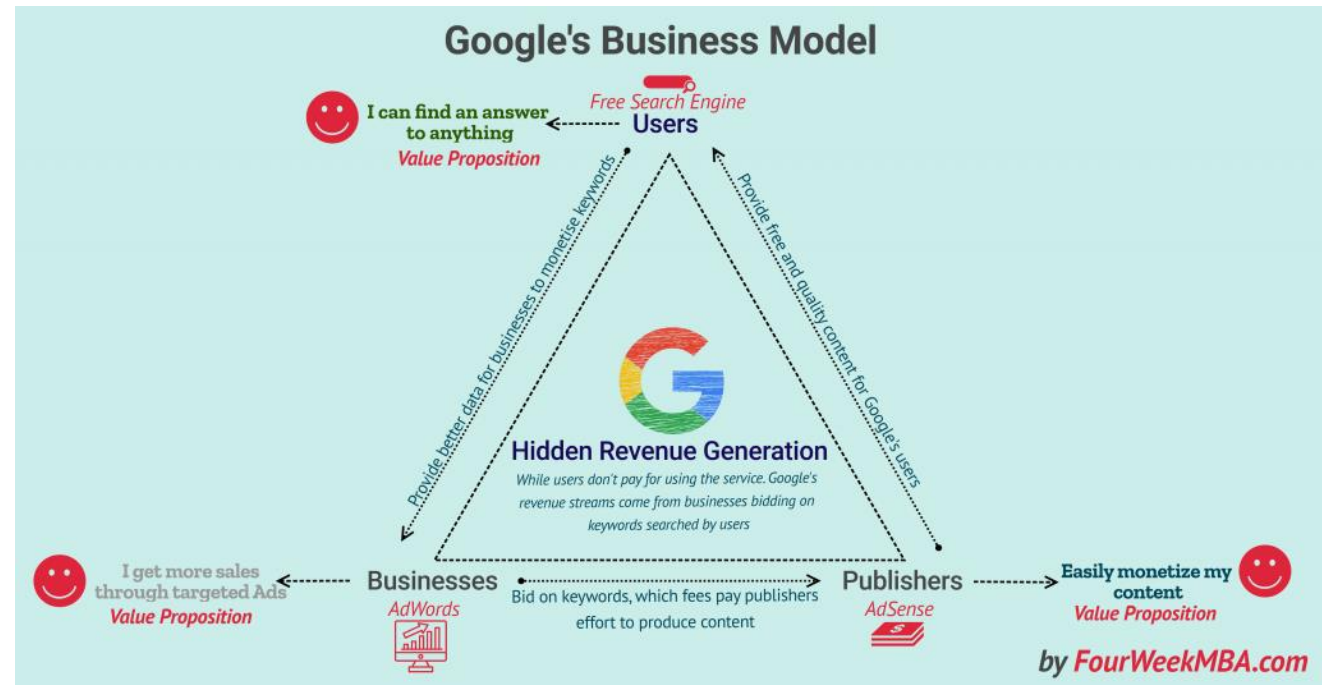


- Inherently viral product design with tipping point effects  
*Promotes ongoing market leadership*
- Reputation system and network of relationships between users  
*Enables very strong network effects and user trust*
- 2 key patents in viral marketing and “social networking”  
*1 granted, 1 pending with 1999 priority date*

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18

- How do you make money?
- Outline the revenue model, pricing, cost structure and schedule of when the revenues should be coming in.



## Business Model

7

We take a 10% commission on each transaction.



Template by [PitchDeckCoach.com](http://PitchDeckCoach.com)



- What is your plan to reach your customers and to enter the market?
- Give approximate time to market deployment and provide proof of early market traction, if possible.



## Great Inbound Business Development



- Dominant non-profit consortium of Fortune 500 HR departments and university career centers
- Fourth-largest job database online
- Two-year exclusive agreement launched

- Exposure of LinkedIn to 2 million American Express small business cardholders
- Strong brand endorsement of LinkedIn
- Currently at contract

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17

## Strong Results With Less Than \$4 Million Spent



### Large user base

930K+ white-collar registered users  
29K+ weekly user growth rate  
23M+ unique email addresses uploaded

### Groups

50+ Groups live  
20+ new Groups launch per month  
300+ Groups in pipeline

### High-quality users

22% of users are CxOs/senior execs  
100+ countries  
130+ industries

### Desktop (not promoted)

6K+ IE toolbar installs  
18K+ Outlook toolbar installs  
2.5M email addresses uploaded via toolbar

### Increasing usage levels

20% of old users log in per month  
1M+ user searches per month  
20M+ total member page views per month

### Business development

DirectEmployers Association  
American Express OPEN (at contract)  
10+ new inbound opportunities per week

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16

- What are your sales, clients and investment (i.e. VC, PE, etc.) projections?
- What will you do with the money received?
- Provide details on the level and nature of investment attracted to date and how EU funds will contribute to the project.

## Series B Brings LinkedIn to Operating Profitability in 2005



### 5-Year Financials \$ Thousands

| 5-YEAR FINANCIALS        | Historical | Conservative projections |            |             |             |
|--------------------------|------------|--------------------------|------------|-------------|-------------|
|                          | 2003       | 2004                     | 2005       | 2006        | 2007        |
| Total active users (EOY) | 81,801     | 1,594,188                | 3,889,445  | 6,195,065   | 9,317,487   |
| Revenues                 | \$ -       | \$ 261                   | \$ 7,292   | \$ 22,697   | \$ 54,088   |
| Expenses                 | \$ (1,271) | \$ (3,997)               | \$ (6,973) | \$ (10,644) | \$ (14,119) |
| Cashflow from Operations | \$ (1,271) | \$ (3,736)               | \$ 319     | \$ 12,053   | \$ 39,969   |
| Cashflow from Financing  | \$ 4,679   | \$ 9,750                 | \$ -       | \$ -        | \$ -        |
| Net Cash Position (EOY)  | \$ 3,408   | \$ 9,422                 | \$ 9,741   | \$ 21,794   | \$ 61,763   |
| Headcount                | 11         | 36                       | 69         | 93          | 112         |
| Operating Margin         | N/A        | N/A                      | 4.4%       | 53.1%       | 73.9%       |

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33

- Who are the key team members and other relevant players (i.e. partners)?
- Convince that the team has the determination, forcefulness and expertise to achieve the commercial success of the innovation.
- Highlight previous commercial successes achieved by the team

## Business and Tech Team Has Strong Track-Record



### Reid Hoffman, CEO

- Former EVP and Founding Board Member, PayPal
- Investor in Friendster, Ironport, Six Apart, Vendio et al

### Sarah Imbach, Chief of Staff and VP

- Former SVP Operations, PayPal

### Allen Blue, VP of Product

- Former Director of Product Design, SocialNet.com

### Jean-Luc Vaillant, VP of Engineering

- Former Director of Engineering and Software Development, Logitech, Spotlife

### Konstantin Guericke, VP of Marketing

- Former VP of Marketing, Presenter, Blaxxun

### Eric Ly, CTO

- Founder and former CTO, Netmosphere (sold to Critical Path)

### Matt Cohler, Director of Corporate Development

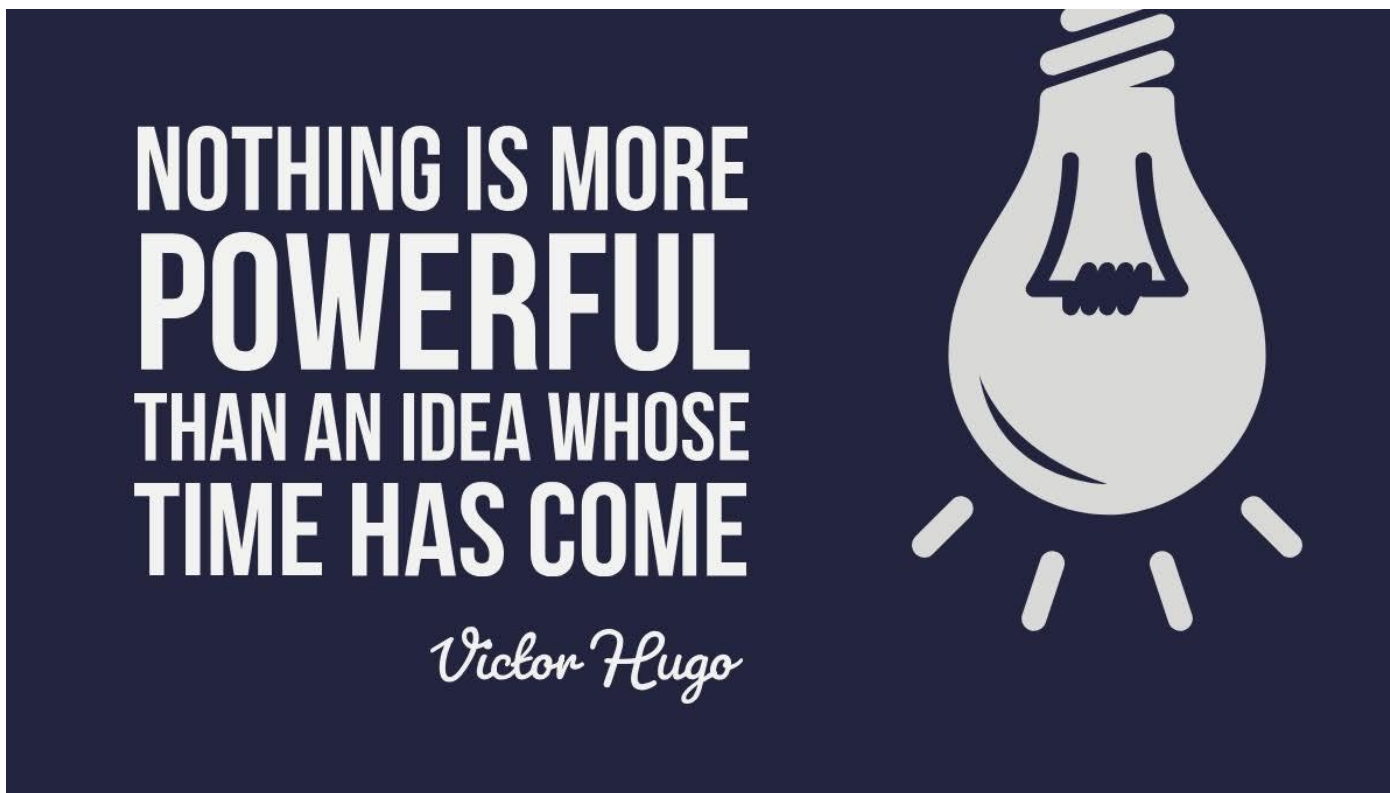
- Former top-ranked analyst at McKinsey, marketing at AsialInfo, published in HBR

**Technical team with experience at Apple, Cisco, Hotwire, Citigroup, Sprint, TIBCO, VERITAS, et al**

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- Closing summary to convince and leave a lasting impression.



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Teşekkür ederim!

Thank you!



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COMPETITIVE  
SECTORS  
PROGRAMME



TÜBİTAK