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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

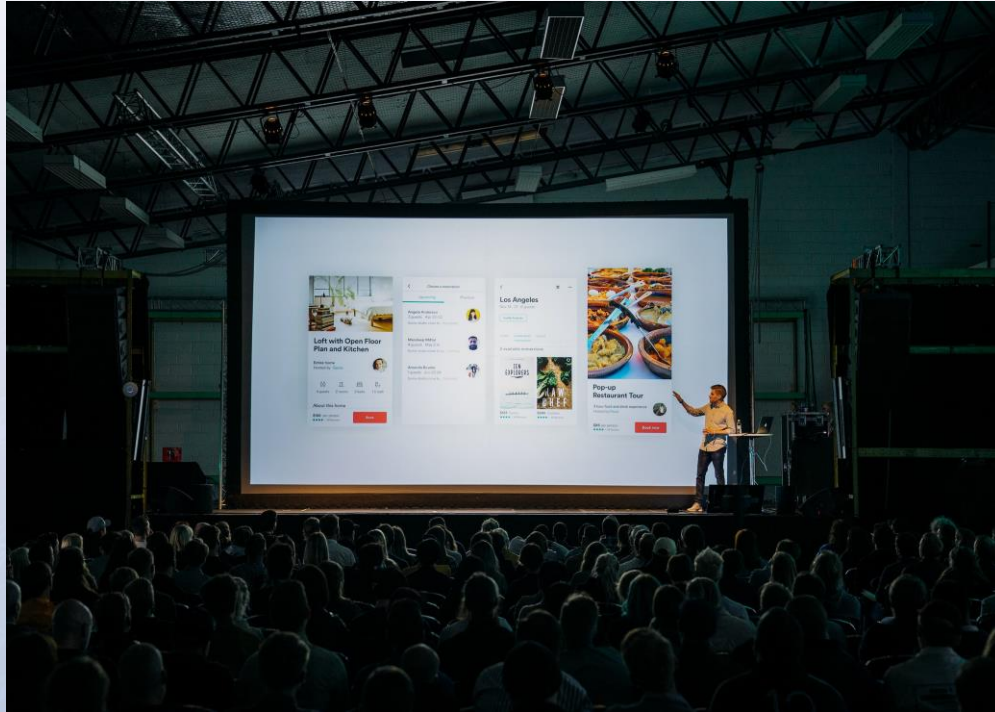


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DEFINITION



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.



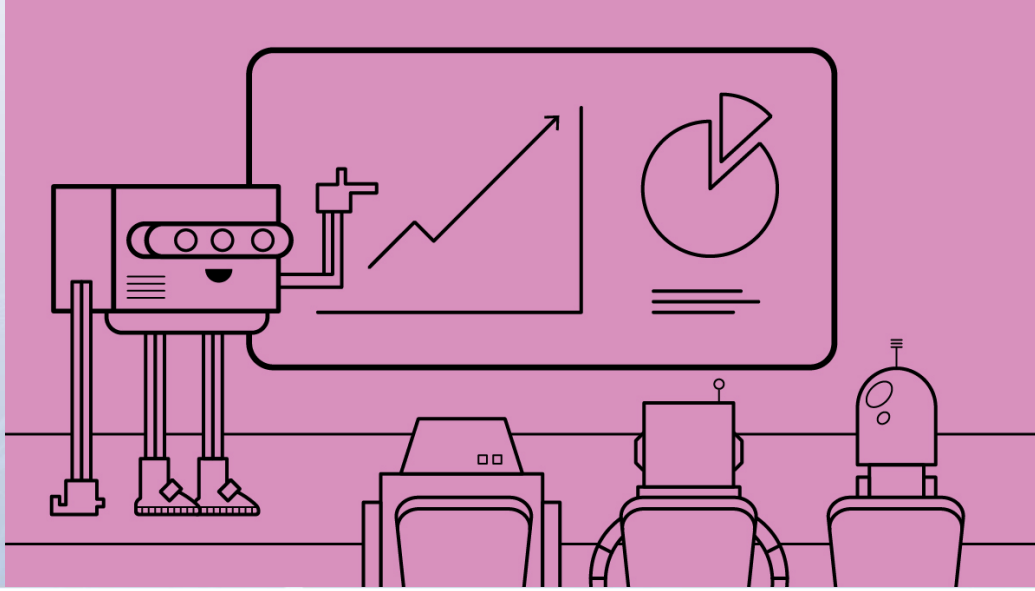
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PITCH DECK

One slide for each heading



Total duration 10 mins:

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



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PITCH DECK - RECOMENDATIONS

- 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



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COMPANY PURPOSE



"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

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



REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY



COMPETITIVE
SECTORS
PROGRAMME



TÜBİTAK



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COMPANY PURPOSE

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



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COMPANY PURPOSE

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

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PROBLEM & SOLUTION



- 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.



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PROBLEM & SOLUTION

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.

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PROBLEM & SOLUTION

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

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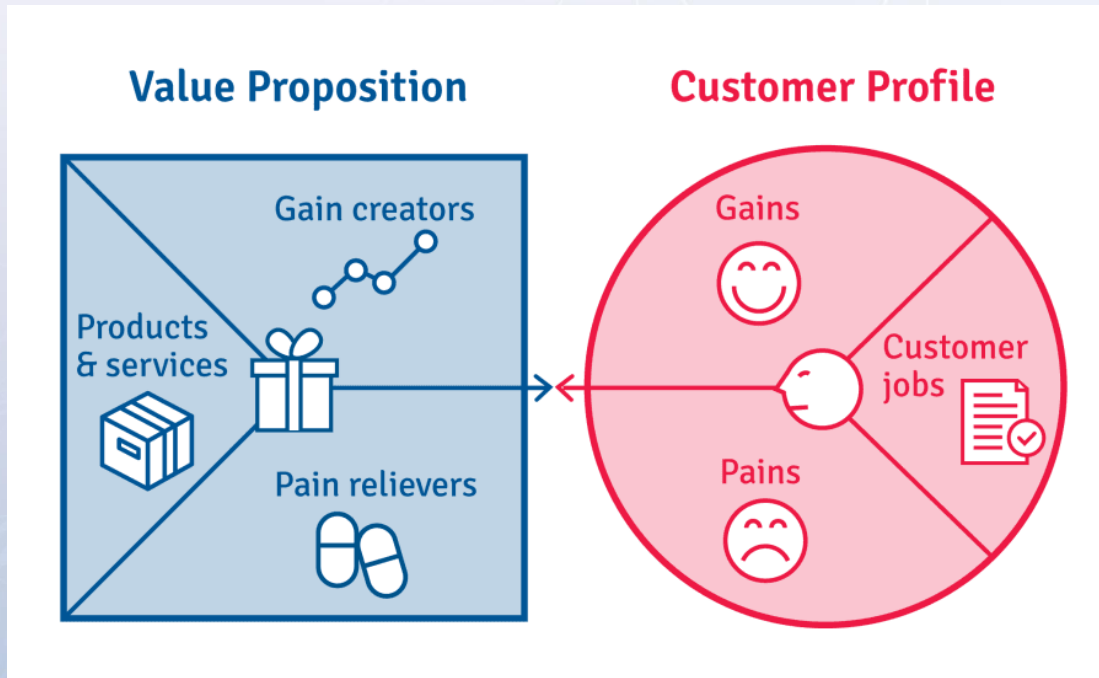


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VALUE PROPOSITION



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



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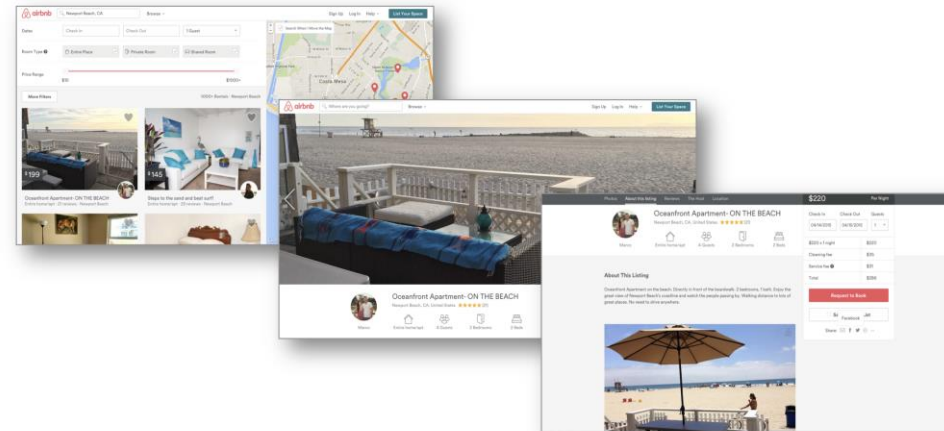
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VALUE PROPOSITION

Product

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SEARCH BY CITY → REVIEW LISTINGS → BOOK IT!



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MARKET OPPORTUNITY AND RISKS

- 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.



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MARKET OPPORTUNITY AND RISKS

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

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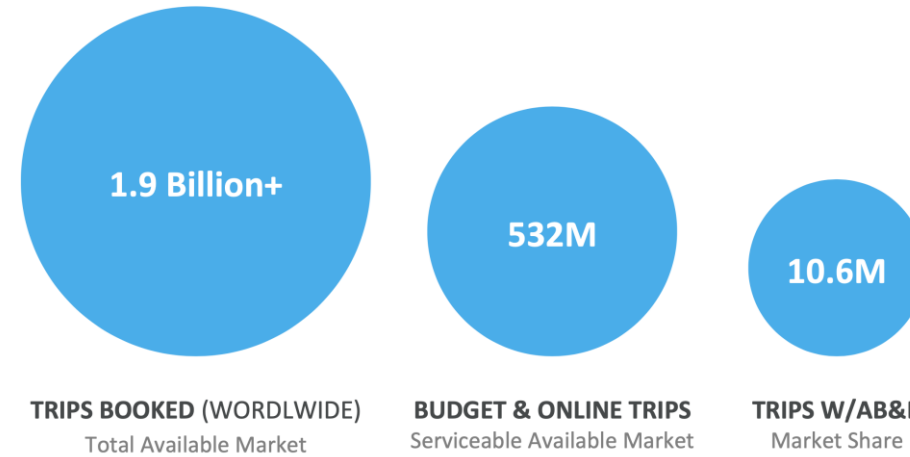


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MARKET OPPORTUNITY AND RISKS

Market Size

5



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COMPETITION



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



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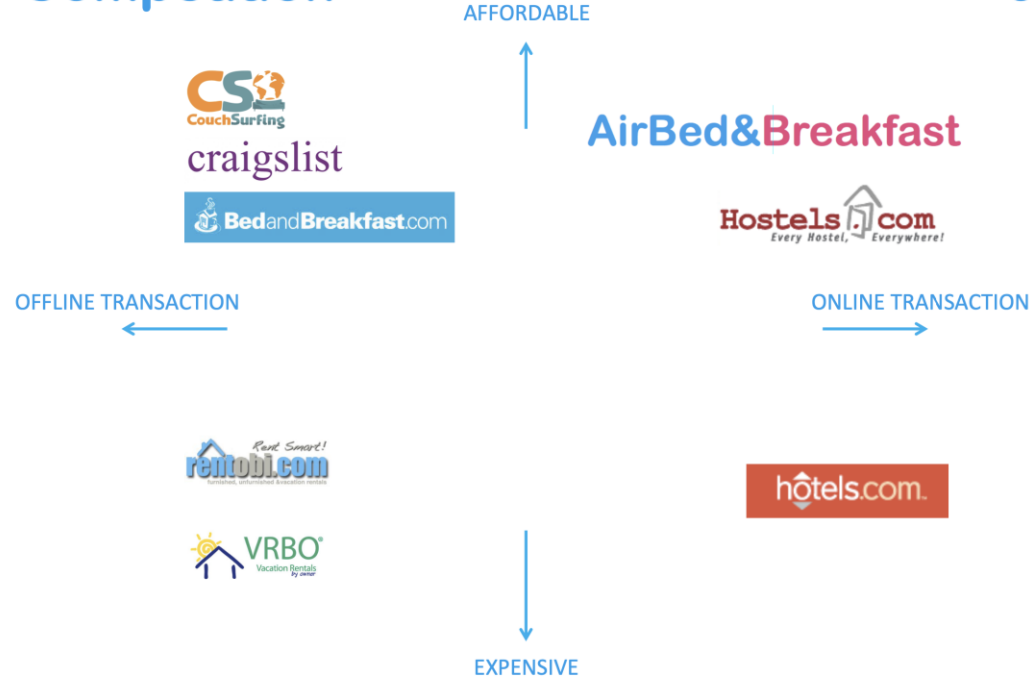


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COMPETITION

Competition

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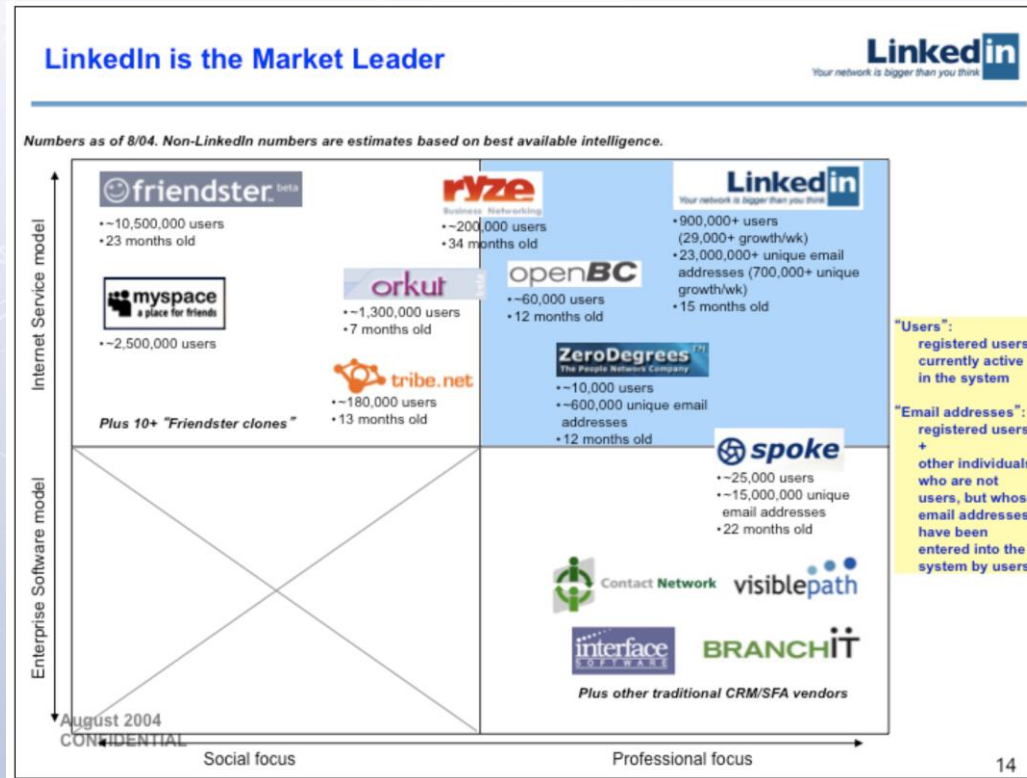


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COMPETITION





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COMPETITION

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

August 2004
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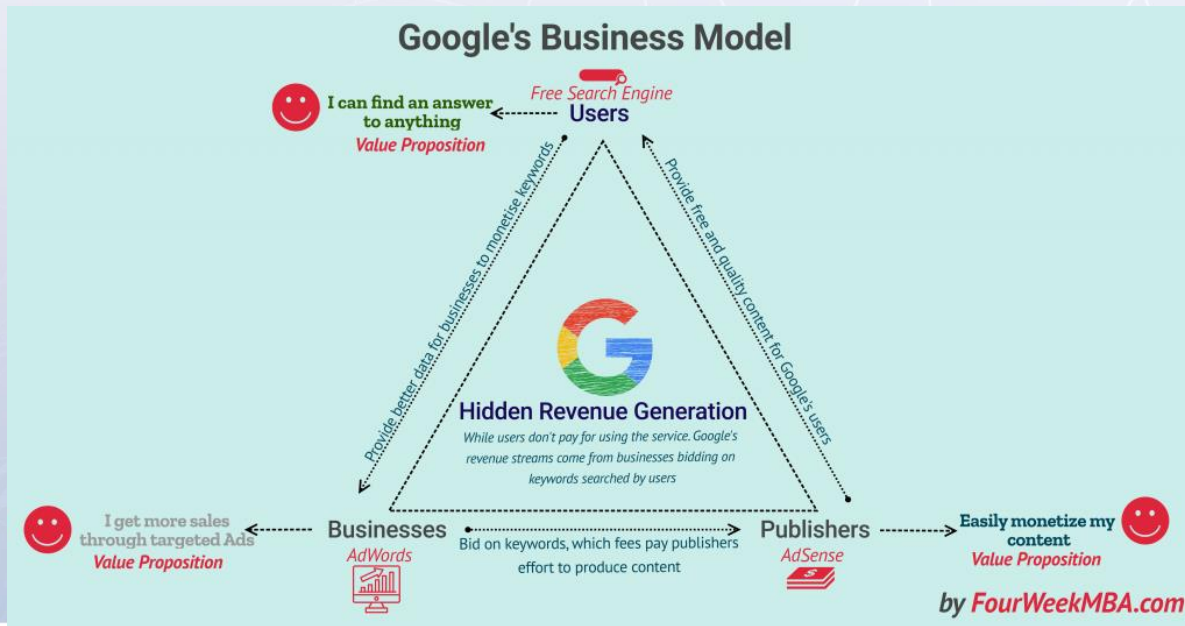
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BUSINESS MODEL

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





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BUSINESS MODEL

Business Model

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We take a 10% commission on each transaction.



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COMMERCIALIZATION AND MARKETING STRATEGY



- 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.



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COMMERCIALIZATION AND MARKETING STRATEGY

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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COMMERCIALIZATION AND MARKETING STRATEGY

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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FINANCIAL PROJECTIONS

- 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.



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FINANCIAL PROJECTIONS

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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TEAM

- 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



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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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CONCLUSION

NOTHING IS MORE
POWERFUL
THAN AN IDEA WHOSE
TIME HAS COME

Victor Hugo



- Closing summary to convince and leave a lasting impression.



REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY



COMPETITIVE
& COHESION
PROGRAMME



TÜBİTAK



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Teşekkür ederim!

Thank you!