1. Introduction To PI Centre
2. TIPS for PITCHING to the TSSSU Assessment Panel

Entrepreneurship Consultant/Head of Entrepreneurship (Practice) and Venture Acceleration
Jonathan Chee
Entrepreneurship Consultant to TSSSU Companies

Over 30 years of experience in Early Stage/Venture Capital/PE, in USA, China, Singapore & HK.

Current positions:

Head of Entrepreneurship (Practice) and Venture Acceleration Team

Head of PI Centre, CUHK Since 2014 officially in 2015

• Panelist Member for Enterprise Support Scheme – Information Technology Commission, Hong Kong
• Incu-App/Tech/Bio Admission Panelist Member for Hong Kong Science and Technology Park

• Project Director of Center for Entrepreneurship
• Fellow of the Institute of Directors, HK

Formerly:

• Chief Investment Officer, Eagle Ride Investment, Listed in HK (0901.HK)
• General Manager, Tangshang(Shenzhen) Investment Private Limited
• Senior Director, Head of PE/VC, Huawei Technology
• General Manager, Shenzhen Capital Group & UOB-Shenzhen Capital JV
• Managing Director, Standard Chartered Bank Private Equity Limited
• Assistant Vice President, Vertex Management Inc., (USA)

Education:
BSc. In Physics, National University of Singapore
MSc. In Communications Engineering, University of Bradford, UK
Dare to Innovate
Dare to Create

PI Centre @ Lady Ho Tung Hall

Promote, Inspire and Enable Entrepreneurship

Facebook: Pi Centre ➔ Like & know more

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www.picentre.cuhk.edu.hk ➔ For more information

Contact us: picentre@cuhk.edu.hk/ 39439568
Infrastructure of PI Centre

Start-up Ecosystem of Pi Centre

Since 2014, we have established this PI Start-up ecosystem

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Pi Centre

- PILOTS+ (PI Lifts Off To Success) Program for TSSSU (Start-ups) lead by the Entrepreneurship Consultant
  - Implemented in the monthly meeting with TSSSU companies

Pi Crew ➔ Assisting the Entrepreneurship Consultant
- Ms. Esther Cheng, Manager
- Ms. Wing Li, Assistant Manager of Pi Centre
- Ms. Noah Wan, Assistant Community Officer
- Ms. Annie Tsim, Assistant Community Officer
2. TIPS for PITCHING to the TSSSU Assessment Panel

Entrepreneurship Consultant/Head of Entrepreneurship (Practice) and Venture Acceleration
Jonathan Chee
START WITH THE ELEVATOR PITCH

- Get attention in first “10 to 20 seconds”–highlight what you do, why it’s important, and why current solutions are not satisfying the identified need

- In the next “minute”, give a top-level summary:
  - The opportunity – it’s big and unsolved
  - Your solution - its uniqueness and your competitive advantage
  - Who is the customer and why do they care –what value do you create?
  - How you are going to make money?
  - Why this team/company, and Why now?
10, 20 30 rule of Guy Kawasaki
Ref. “The Art of the Start”

10 slides
20 minutes
30 point font

The Ten Necessary Topics
PITCH & PLAN

- **Work up your Pitch**
  - Then rework it with practice to multiple audiences
  - Then write your executive summary
  - Then write your business plan

- **Plans don’t sell opportunities, people do (via a Pitch)**
  - But plans show that you understand how your business works
TITLE

- Organization name, address, title, contact information
- Give your elevator pitch – get their attention
  - Use persona to highlight the need – tell the story
  - Strength of the team to complete the Development
PROBLEM – CLEAR & COMPELLING

- What market need is addressed – customer “pain” you are taking away?
  - How it is addressed today
  - What gaps exist
  - Identify the customers with this need

- The problem is big, growing, real and not being well served
SOLUTION

- Explain your product/service offering
  - How does it work?
  - Evidence that it does work (outcomes)
- Discuss the uniqueness and the value being created (be specific)
  - “3 to 10x” value or “3 to 10x” lower price"
- More than a “one” product company!
  (we can continue to build a range of products and services to serve the customers)
BUSINESS MODEL (EVOLVING)

- Who are your customers? How many?
  - Unique Value proposition

- How do you provide the channels/communications to customers? Partner? (how does it work?)

- How do you make money (revenue model and margins)?
TECHNOLOGY

- Explain the secret sauce or underlying magic – (In SIMPLE TERMS)
- Why is it unique, differentiable, and sustainable?
  - How is it protected?
  - Current status of IP
  - Current status of the technology development and demo results (TRL status)
MARKETING AND SALES

- Market: size, growth
  - Customer profile
- What are your market segments?
  - Market entry target segment and why
  - What are your market share goals?
  - What will drive adoption? Barriers?
- What is your launch to market plan?
- What’s your pricing model?
COMPETITION

- Overview competitive landscape – current players, potential new entrants with competing technologies, alternatives.
  - How to position vs. competition?
  - Note barriers to entry
  - How will the competition respond to your entry and growth?
MANAGEMENT TEAM

- List your team, their relevant experience and expertise
  - Key Management team
  - Advisors

- Recognize the gaps in your team and talk about how they will be filled!
FINANCIAL PROJECTIONS

- Pro Forma Projections to demonstrate how the business works and sensitivities
  - P&L (revenues, costs, margins)

- In Backup
  - Dollars, key metrics (customers, products sold, $ of revenue for key cost elements)
  - Key assumptions, e.g. sales cycles, seasonality, etc.
CURRENT STATUS

- Key milestones met to date (Technology Readiness Level status)
- Future tasks and milestones – development, IP, clinical, team, etc.)
# Technology Readiness Level (TRL)

For New Applications

<table>
<thead>
<tr>
<th>TRL</th>
<th>Physical Sciences &amp; Engineering</th>
<th>Healthcare (Pharmaceutical)</th>
<th>Healthcare (Medtech)</th>
<th>Healthcare (Diagnostics)</th>
<th>Simplified</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Basic principles observed</td>
<td>Basic principles observed</td>
<td>Basic principles observed</td>
<td>Basic principles observed</td>
<td>Proof-of-Concept</td>
</tr>
<tr>
<td>2</td>
<td>Technology concept formulated</td>
<td>Technology concept formulated</td>
<td>Technology concept formulated</td>
<td>Technology concept formulated</td>
<td>Proof-of-Concept</td>
</tr>
<tr>
<td>3</td>
<td>Experimental proof of concept</td>
<td>Experimental proof of concept in vitro and in vivo research models</td>
<td>Experimental proof of concept in vitro and in vivo research models</td>
<td>Experimental proof of concept in vitro</td>
<td>Proof-of-Concept</td>
</tr>
<tr>
<td>4</td>
<td>Technology validated in lab</td>
<td>Proof of concept demonstrated in defined laboratory/animal models</td>
<td>Proof of concept demonstrated in defined laboratory/animal models</td>
<td>Analytical validation</td>
<td>Prototype in Lab</td>
</tr>
<tr>
<td>5</td>
<td>Technology validated in relevant environment</td>
<td>Non-clinical and pre-clinical research studies, &amp; initial demonstration of feasibility and efficacy</td>
<td>Product Development Plan</td>
<td></td>
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<tr>
<td>6</td>
<td>Technology demonstrated in relevant environment</td>
<td>Phase I clinical trials</td>
<td>Phase I clinical trials</td>
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<tr>
<td>7</td>
<td>System prototype demonstration in operational environment</td>
<td>Phase 2 clinical trials</td>
<td>Clinical safety and effectiveness trials in operational environment</td>
<td>Clinical validation in 1 site</td>
<td>Prototype in Live Environment</td>
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<tr>
<td>8</td>
<td>System complete and qualified</td>
<td>Phase 3 clinical trials</td>
<td>Overall risk-benefit Trials</td>
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<tr>
<td>9</td>
<td>Actual system proven in operational environment</td>
<td>Pharmaceutical can be distributed or marketed</td>
<td>Medical device can be distributed or marketed</td>
<td>Clinical validation in multi-site</td>
<td>Ready-to-Market</td>
</tr>
</tbody>
</table>

https://www.ipi-singapore.org/tech-offer/help/field_tech_readiness_level
Thank you!

Inspire, Enable & Equip Entrepreneurs for Success!

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