1. Introduction To Venture Acceleration – Consultancy Crew

2. TIPS for PITCHING to the TSSSU Assessment Panel

Head of Venture Acceleration & Entrepreneurship Consultant
Jonathan Chee
2020924
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 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
Venture Acceleration Team

• Mr. Jonathan Chee, Head of Venture Acceleration
• Ms. Eva Law, Entrepreneurship Development Officer
• Ms. Esther Cheng, Manager of PI Centre (consultancy assistant)
• Ms. Wing Li, Assistant Manager of PI Centre (consultancy assistant)
• Ms. Kirs Lau, Assistant Entrepreneurship Development Officer
• Ms. Noah Wan, Assistant Community Officer, Pi Centre
• Ms. Annie Tsim, Assistant Community Officer, Pi Centre
Venture Acceleration: Consultancy

- **PILOTS+ Program for TSSSU (Start-ups) lead by the Entrepreneurship Consultant**
  - Monthly meetings with each TSSSU Company

- **Assisting the Entrepreneurship Consultant-Consultancy Crew**
  - Ms. Esther Cheng, Manager of PI Centre
  - Ms. Wing Li, Assistant Manager of PI Centre
Infrastructure of Venture Acceleration

Start-up Ecosystem

Since 2014, we have established this Start-up ecosystem, firstly for Pi Centre.
Venture Acceleration ➔ Our Start-Up PILOTS+ Program

• Share-holding structure; Founders and key Management shares proportion; Management options, vesting etc.
• Verify the stage of the start-up, review their business plan and milestones and monitor and assist them from hereon
• Launch to market review and discussions
• Team building including Advisory and Board Directors
• Financial model and business model
• Customer/market verification and connection
• Fund raising strategies and investors connection plus introductions
• Advice on the term sheets, investment terms plus valuations.
• Media Strategy at different stage of the company’s growth.
2. TIPS for PITCHING to the TSSSU Assessment Panel

Head of Venture Acceleration/ Entrepreneurship Consultant
Jonathan Chee
10, 20 30 rule of Guy Kawasaki
Ref. “The Art of the Start”

10 slides
20 minutes
30 point font

The Ten Necessary Topics
## 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>
<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>
<td></td>
<td></td>
</tr>
<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>
</tr>
<tr>
<td>8</td>
<td>System complete and qualified</td>
<td>Phase 3 clinical trials</td>
<td>Overall risk-benefit Trials</td>
<td></td>
<td></td>
</tr>
<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](https://www.ipi-singapore.org/tech-offer/help/field_tech_readiness_level)
Business Pitch Deck Template
TITLE

➤ Team name, 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 of the product/services
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 (for your particular stage of your company)

➢ List your team, their relevant experience and expertise to complete the development of your product or services ➔ then the “go to market” plan.
   - 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 of the MVP or services, IP, Proof of concept demonstrated in defined laboratory/animal models, team building to execute the BP, etc.)
Thank you!

Inspire, Enable & Equip Entrepreneurs for Success!
Feel free to contact us for general entrepreneurship enquiry.

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