

PITCHING to TSSSU Assessment Panel

PITCH & PLAN

Head, Entrepreneurship(Practice) & Venture Acceleration

Mr. Jonathan CHEE



With over 30 years of experience in private equity, M&A, investment management, corporate finance and operations in USA & Asia.

Formerly, senior position in

- Eagle Ride Investment, Listed in HK (0901.HK)
- Huawei Technology
- CIVC Investment Pte Limited
- Shenzhen Capital Group & UOB-Shenzhen Capital JV
- Standard Chartered Bank's Private Equity
- Vertex Management Inc., (USA)
- Investment Committee in Standard Chartered Bank Private Equity & Shenzhen Capital and Huawei Technology



Dare to Innovate Dare to Create



Pi Centre @ Lady Ho Tung Hall

Promote, Inspire and Enable Entrepreneurship

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Coming Activity

Fireside Chat with **Tim Chan**

FOUNDER | HELLOREPORTER / HELLOPR

October 12, 2018 | 6.30-8.30 PM
Pi Centre, CUHK

**HELLO** 
REPORTER

About the Speaker

Tim Chan is founder of HelloReporter & HelloPR, leveraging technology to do PR & marketing for 100+ startups & corporates. He also founded GrowthMarketerAcademy to promote Actionable Growth Tactics to 1,000+ Marketers & Founders in Asia. Tim joined various Incubations & Accelerators in HK & TW including: Appworks, Cyberport, Google EYE, HKFYG SIC etc and also the HK Chapter Lead of Tech in Asia. He also co-founded & co-curated various projects & communities e.g. Seedstars World, CMX, TEDxHKBU, Code4HK & Techstars StartupDigest and he published articles on Huffington Post, Tech in Asia, e27, HK01, PressLogic, StartupBeat etc, including Medium and timktchan.com.

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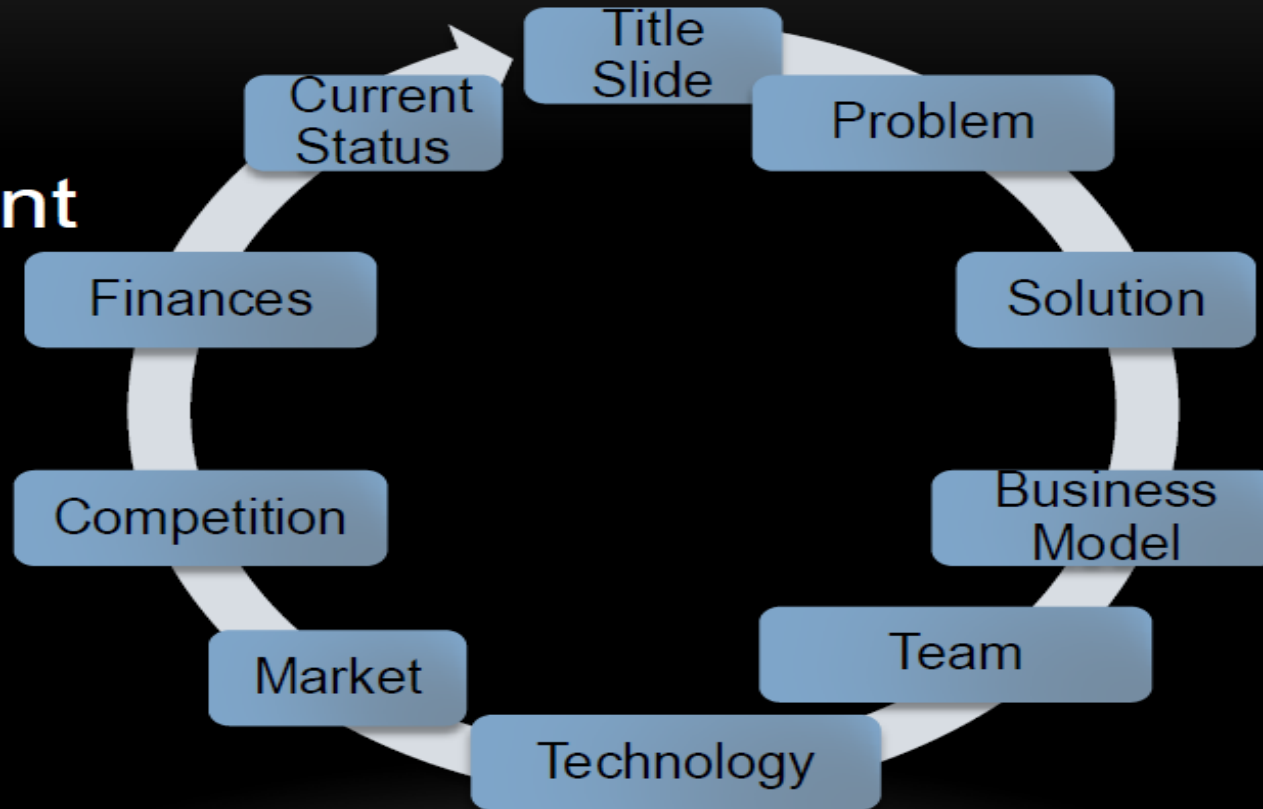
**RSVP: launchcampus.co/events**

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 THEN 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

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”
- What is the long-term opportunity?
(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?)
- Organizational design of the Supply Chain
 - ❑ Where do you sit in the value chain?
- How do you make money (revenue model and margins)?

TECHNOLOGY

- Explain the secret sauce or underlying magic – (IN SIMPLE TERMS)
 - Due Diligence will include (in-depth) technology/IP discussions
- Why is it unique, differentiable, and sustainable?
 - How is it protected?
 - Current status of IP
 - Current status of the technology development and demo results

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?
- How do you acquire your customers, convince them to buy, and retain them?
 - ❑ How much does it cost? How long?

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
 - Board
 - Advisors
 - Current investors if any
- 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)
 - ❑ Cash Flow (burn rate, breakeven, profit)
- In Backup
 - ❑ Balance Sheet
 - ❑ Dollars, key metrics (customers, products sold, \$ of revenue for key cost elements)
 - ❑ Bottoms up forecasts !
 - ❑ Key assumptions, e. g. sales cycles, seasonality, etc.

CURRENT STATUS

- Key milestones met to date (TRL status)
- Future tasks and milestones – development, IP, clinical, team, etc.)
- Financing needed and uses
 - Highlight value creation and risk reduction
- (Exit strategy) → how do they get their money back, when and anticipated IRR?