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

Facebook: cuhkacehub ➔ Like & knows more
Fireside Chat with
Tim Chan

FOUNDER | HELLOREPORTER | HELLOPR

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

About the Speaker

Tim Chan is founder of HelloReporter & HelloPR, leveraging technology to do PR & marketing for 100+ startups & corporates. He also founded GrowthMarketer Academy 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. Startups World, CMA, TEDxHKU, CodeHK & Techstars StartupDigest and he published articles on Huffington Post, Tech in Asia, e27, HK01, PressLogic, StartupBeat etc, including Medium and timkchan.com.

Organizers & Partners

Google for Entrepreneurs
launchcampus
CUHK Incubation Centre

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?