



Make this first slide interesting – show some visual content that would be interesting and would explain your idea best.

The opportunity

Show what is the market opportunity and why will you succeed



In this slide show us what is the market

Where is the opportunity and how big is it

Provide evidence

Find a market/startup example to relate too

Example: "I believe the future of *something* is like *this and that*, because currently *that and this* is not working for *someone...*"

The problem

What will you solve to capture the opportunity?



State the problem or the users desire

How will it capture the opportunity?

Validate the problem in 3 lines

How will you make money on this?

Example: "This is broken, because of A, B, and C reasons. So by fixing it we will fulfil that enormous market opportunity. Hence, customers will save XYZ and thus we will charge them ZYX per something."

The solution

Provide evidence why your solution is best



State the importance of your solution

What will you fix or do differently?

Validate the solution in 3 lines
(same order as problem)

Without going into technical details
visually present your solution

Example: "We fix this and that so A, B, and C are now solved, because we do L, M, and P differently..."
Show us your vision!

The market

Where do you fit and why is that important?



What is the market growth and potential?

What is interesting about this market?

State TAM, SAM, SOM parameters

Where will you fit in this market
and why is that important?

Use visual aid and prove us that your estimates are correct!

The plan

Sell on it (this is one of the most important slides)



What has been done?	Future 4 months	Future 6 months	Future 14 months
<p>KPI – (state your achievement)</p> <p>Product development</p> <ul style="list-style-type: none">• State achievements <p>Business development</p> <ul style="list-style-type: none">• State achievements <p>Operations</p> <ul style="list-style-type: none">• State achievements <p>Resources</p> <ul style="list-style-type: none">• State usage	<p>KPI – (state your goal)</p> <p>Product development</p> <ul style="list-style-type: none">• State targets <p>Business development</p> <ul style="list-style-type: none">• State targets <p>Operations</p> <ul style="list-style-type: none">• State targets <p>Resources</p> <ul style="list-style-type: none">• State required resources	<p>KPI – (state your goal)</p> <p>Product development</p> <ul style="list-style-type: none">• State targets <p>Business development</p> <ul style="list-style-type: none">• State targets <p>Operations</p> <ul style="list-style-type: none">• State targets <p>Resources</p> <ul style="list-style-type: none">• State required resources	<p>KPI – (state your goal)</p> <p>Product development</p> <ul style="list-style-type: none">• State targets <p>Business development</p> <ul style="list-style-type: none">• State targets <p>Operations</p> <ul style="list-style-type: none">• State targets <p>Resources</p> <ul style="list-style-type: none">• State required resources
Milestone cost / revenue XYZ / ZYX EUR	Milestone cost / revenue XYZ / ZYX EUR	Milestone cost / revenue XYZ / ZYX EUR	Milestone cost / revenue XYZ / ZYX EUR

Acquisition

The team

Tell us your story and focus on success and failure experience



Name Surname, main role

- Focus only on facts and experiences that might be beneficial to this new venture you are starting.



Name Surname, main role



Name Surname, main role

Additional HR requirements

State people required, their qualification, etc.

If you have any specific people in mind or under negotiation, state their full names, LinkedIn URL and desired salaries.

The financials

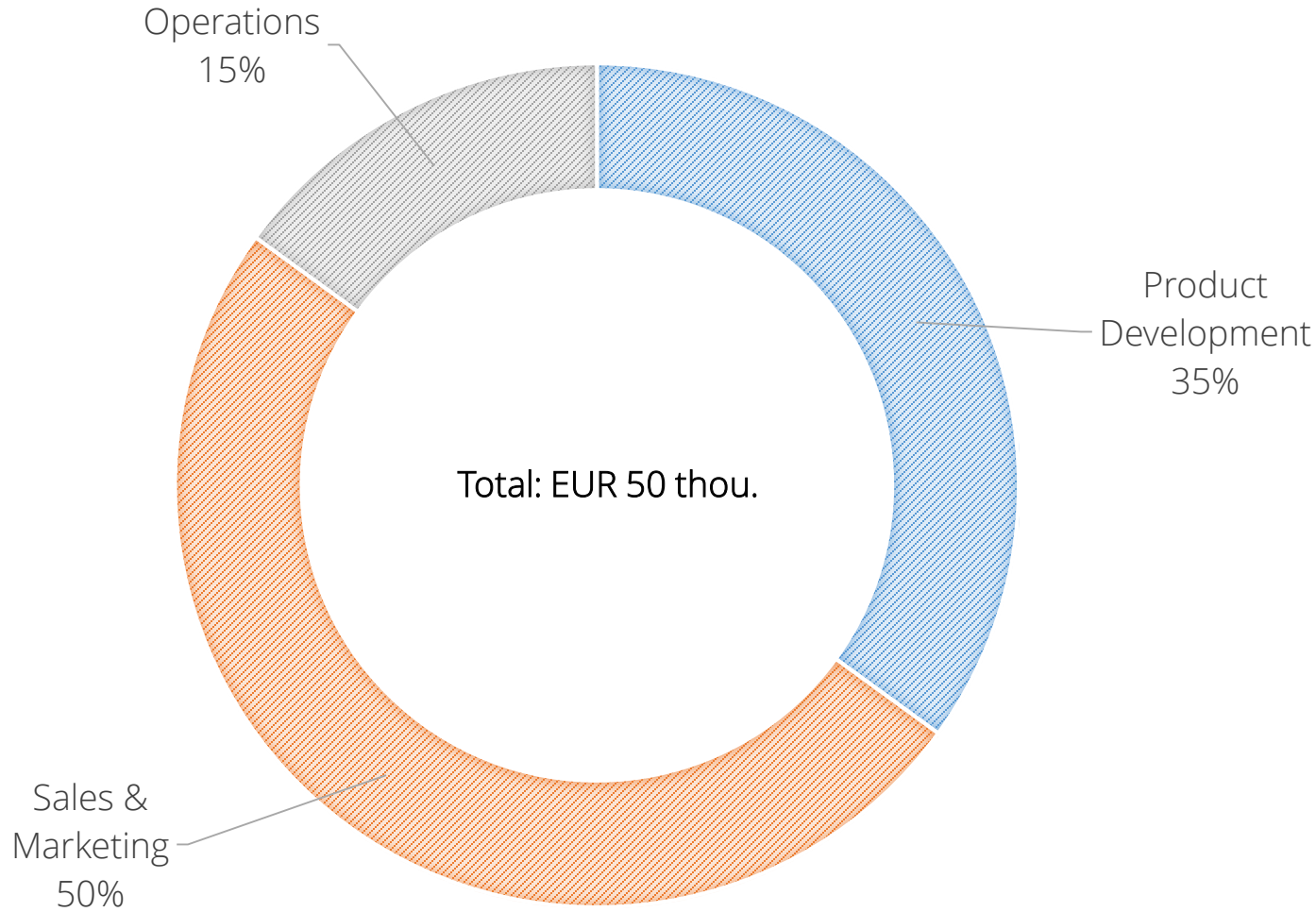
3 State your projections, customer acquisition assumptions, and how will you make money



Main assumptions	Total market XYZ million users	Customer acquisition	Market share	Revenue	COGS
State Customer acquisition strategy / analysis:	2015	How?	X%	~EUR X million	~EUR X million
State pricing assumptions:					
State other relevant assumptions:	2016	How?	X%	~EUR X million	~EUR X million
Note: fill free to amend this slide to your needs as long as it provides us with the most important information.	2017	How?	X%	~EUR X million	~EUR X million

Ask & Fund use (summary)

Summarize the presentation and clearly state your needs and requirements



State fund and HR use

- Product development
 - Who and what is required?
- Sales & Marketing
 - Who and what is required?
- Operations expenses
 - Who and what is required?
- Etc.



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