

# APPLICATION GUIDELINE

---

## **Please follow the below mentioned guidelines**

The Total time allotted for a presentation and Q&A is [15] minutes. Presentation should take no more than [10] minutes. As a rule of thumb, simple slides take 2 minutes to present while complex ones take 3 minutes. This suggests that your main presentation should have 4-5 slides (plus a cover). Put additional information in the Appendices. You may structure your presentation in any way you see fit, but please ensure that you address the following issues which should also be in the business plan:

**If all the required information cannot be fitted in the deck, it can be covered in the business plan sent as a separate file.**

☉ Presentation should be sent a week prior your presentation so that investors will have sufficient time to review the plan.

☉ All the presenters should fill in the online pitch application a week prior to the presentation, if not we will have to reschedule for later dates.

## **Initial Pitch Guideline Document**

---

The key objective of your pitch at this point, is to create interest and open the door for the next level of details and discussions. All Initial pitch documents will be evaluated by theVE/LAN evaluation panel. Plans evincing interest will move into the detailed pitch stage. Giving too much information or too much detail at this stage is, unnecessary and, in fact, may dilute the key messages that you are trying to convey. Below are some of the guidelines to help you achieve the right balance, though you are welcome to structure the pitch as you see best.

### **☉ Overview**

---

Where you provide information such as Entrepreneur's Name, Venture's Name, Industry, Business summary, Venture stage (Concept only / Product in development /Prototype ready / Full product ready / Current Revenue line), Investment required and percentage equity offered.

### **☉ Introduction**

---

Take the reader through a description of the larger space you are operating in, highlighting the gaps and opportunities, the market leaders, the size & scalability, etc and then, in brief, introduce your proposition. The reader must be able to appreciate your knowledge of your space and where your proposition sits within the larger context of that space.

## © Value Proposition

---

Present your business model and its USPs (including any IP and other entry barriers you may be creating), the specific market & geography segments you will be addressing, etc. Highlight any validation you may have done that supports your proposition. The reader must be able to clearly relate your proposition and business model to the opportunity.

## © Sales strategy, your technical/ product/ delivery model

---

Present your infrastructure, your key partnerships, customers, etc. Also, introduce your key team members ( organisation chart ) , emphasising their academic and working experience that is relevant to your business. The reader must be able to assess, and get comfortable with, your ability to implement your plans.

## © Competitive Analysis

---

Explain the direct/ indirect competitors (National and international) and contrast the offerings. Run the investors through venture's Differentiators.

## © Risks and Mitigation Strategies

---

Explain the risks with your business plan and qualify the same, if you can.

## © Financials in USD

---

In a table summarise your past years' revenues and profits and project the same for the next three years. Include a cash flow statement. State any assumptions in respect of annual changes to your prices and costs? Also, state the funding you have received to date (whether VC, family, etc) and what funding your are now seeking and by when. If you have a forward projection of your funding requirements, state the same. If known, state your valuation expectations for the immediate funding round as, also, any expectations you may have from your VC/ Investors. How will you use the cash you raise?

## © The Entrepreneur(s)

---

Provide some information about yourself ,your team (if you already have one in place) and the current Board members and Shareholders.

**Business Plans should be no more than 2 to 3 pages long. Please include links to web sites and/or product information seperately.**