SCE Incubation

VALIDATE

DEVELOP

GROW

INFORMATION FOR YOUR PITCH DECK

supported by

ZEIDLER FORSCHUNGS STIFTUNG

GENERAL

- All information will be treated **confidentially** and will not be passed on to third parties.
- Create a **visually attractive pitch deck with a compelling story**.
- **Content and suggested outline** of your pitch deck (**maximum 12 slides, font size 16 or higher**):
    - Cover page
    - Problem hypothesis & customer interviews
    - Product / Service / Innovation
    - Vision & Mission
    - Team
    - Market analysis
    - Competition analysis
    - Business model
    - Roadmap and milestones
- **Remember**: Every team member has to complete our application form & upload their CV; a team representative is responsible for the pitch deck upload.

TIPS

Examples from experience:

- Keep focused on your market!
- Pyramid principle - Use case & Principle Description
- Storytelling to help to create your compelling pitch deck
- Pitch Examples: OpenDeck and Search the Deck databases (can refine by slide type), Business Insider database and Bestpitchdeck.com (can refine by industry and round type)
- Deck templates: Canva.com

Emphasize:

- Think big - what's your impact in the world? (vision for product)
- The pitching magic is about design, content and the presenter (!!)
- Don't underestimate your mindset (are you really passionate about your idea?)
- Remember to reach out to your customers outside on the streets or events or Social Media (e.g. LinkedIn)

Don't be afraid to use different AI tools to create your pitch deck!

(0) COVER PAGE

- **Name** of the start-up and **logo**
- **Image** (e.g. product / service, problem etc.)
- **Contact information**
- **Elevator pitch**: Introduce yourself and summarize your idea in a single explaining sentence

<NAME OF THE START-UP>
is <DEFINED OFFER / PRODUCT>
the < SOLUTION TO A PROBLEM>
for <TARGET GROUP>

(1) PROBLEM HYPOTHESIS & CUSTOMER INTERVIEWS

PRESENTATION OF THE REAL PROBLEM YOU WANT TO SOLVE

- Description of the **problem**.
- Your problem **hypothesis**.
- **Who** faces this problem the most?
- **What** are they doing today to solve it?
- **How** many potential customers did you already talk to (B2B: min. 5 interviews; B2C: mind. 30 interviews)?
- **What** did you do to get the **insights** (e.g. interviews, surveys, desk research etc.)

(2) PRODUCT / SERVICE / INNOVATION

PRESENTATION OF YOUR POTENTIAL SOLUTION

- **Potential solution(s)** - How do they look like? And what is new about it?
- **Stage of development** - What has already been developed? First prototype(s) ready or MVP?
- **Industrial property rights** - Do you have the freedom to operate (e.g. patent granted/applied)?

(3) VISION & MISSION

WHAT'S YOUR IMPACT IN THE WORLD

- **Vision** - What is your vision, your north star, your purpose (max. 1-2 sentences)? Your company and idea is not part of it!
- **Mission** - Describe the contribution of your company pursued to fulfill the vision (max. 2 sentences)

(4) TEAM

INTRODUCTION OF THE FOUNDING TEAM

- **Competencies** - Background, education, experience of team members
- **Roles & responsibilities** - Who does what?
- **Time availability** - Who can invest how much time per week into the startup?
- **If applicable: Relationship to HM Hochschule München University of Applied Sciences** - Status (student, graduate, employee, etc.), joint projects, previous cooperation

(5) MARKET ANALYSIS

/ **Overview** - Describe your market niche in which you want to start and give a perspective on the future markets.
/ **Target group(s)** - Who are your early adaptors? And how can you reach them most effectively?
/ **Unique selling proposition (USP)** - Please be as specific as possible.

(6) COMPETITION ANALYSIS

- Thorough competitive analysis of the **key competitors**. Think beyond the usual suspects!
- Show the top 2 **strengths** and the 2 main **weaknesses** of your core competitors.

(7) BUSINESS MODEL

YOUR FIRST DRAFT

- **How** do you earn money?
- **What** are your customers paying for?
- **What** are your key operating costs?
- **What** are your customer acquisition costs?
- **What** is your customer lifetime value?

(8) ROADMAP AND MILESTONES

- **Describe** your goal and milestones for 6 month of SCE Incubation.
- **List** your key challenges in the next 6 months.
- **What** individual support do you require from the SCE?