

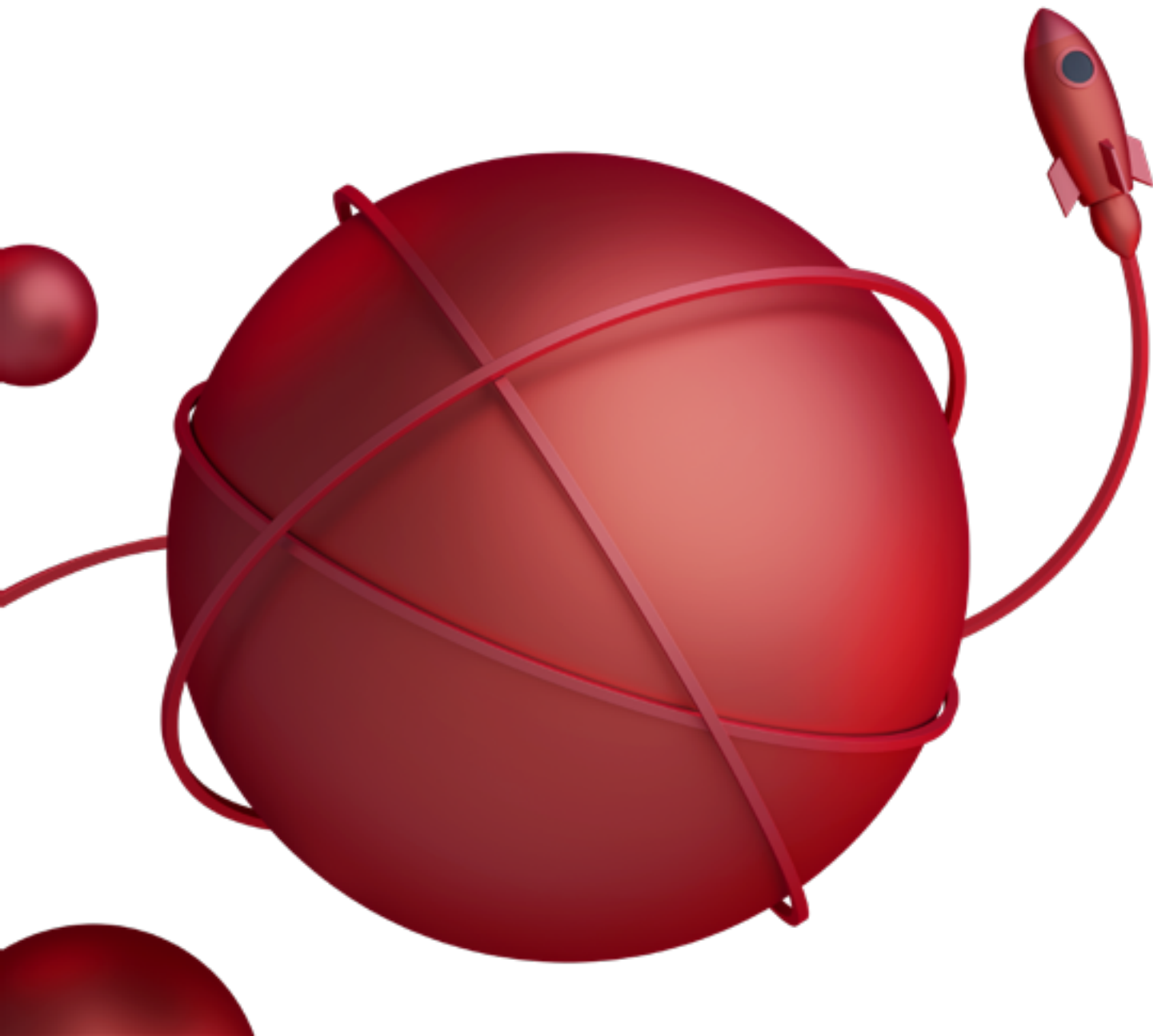


Startup Pitch Deck

— A recipe for a winning
company presentation

Answer a few questions that will help us to better understand **your business model.**

Make sure that you answer each of these questions carefully and conscientiously. If you do not know the answer yet, type „I do not know“ – this indicates that this is an area you need to think about and refine.



1

What is your business vision? What are your goals for the future? What will your actions change in other people's lives?

2

What is the mission of your company? Write a short, precise manifesto about it:

- the reason for the existence of your company,
- the company's objectives,
- the values you wish to communicate to customers, employees and society,
- the philosophy you will follow in developing your startup.

3

Which values form the basis of your company foundation?
Name the 3 most important ones.

4

What does your business model look like? How will you earn?

5

What goal do you want to achieve next year? What will you
strive for in 5 years?

6

What are you doing to achieve these goals? Do you have a
unique management style, knowledge that no one else has
(industry know-how) or resources that help you achieve them?

7

What is your target market? Who is your product intended for?
What characterizes your customers and what are their needs?

8

Do you already have discussions with potential customers or business partners? Are they already interested in your product, even if it is not yet ready? Perhaps ...

- Have you already spoken to some potential customers who have stated that if the product takes off, they will be able to invest money specifically for it?
- The fund is interested in buying a startup if you can prove that you are able to build the MVP?
- Do you already have an MVP, but customers do not want to use it and you do not know why?

9

What exactly do you want to offer your customers? What makes your product unique and desirable for the target group?

10

How will the customer use your product? How will it look and work?

11

How will you win customers for your product? If you can now, describe the channels for customer acquisition.

12

Who are your competitors? How do they acquire customers and how do they earn?

13 How will your product stand out from the competition?

14 Why did you decide to set up a startup in this particular field?

15 Do you have experience in this industry? If so, what kind of experience?

16 Why does your idea have a chance for market success?

17 Is there an element of innovation in your project?

- Are you trying to invent something?
- Do you need research?
- Are you looking for a solution to a problem that has not yet been solved?

18 What are you willing to sacrifice for the project?

A full-time position.

A full-time job from me and my shareholders.

To invest a certain amount of money in specialists.

Donate resources to the company.

19

Describe the structure of the main costs of running your business and the sources of income in points. Do not assume future grants or funds from investors. Perform this task honestly and sincerely. Do not add unnecessary costs. Consider whether all listed costs are mandatory to meet your business objectives.

Structure of costs	Structure of income

20

Who belongs to your team and what are they responsible for? Why these people and not someone else? See an example.

Team member	Responsibilities	Competencies	Motivation and cooperation model
Graphic designer	Creation of a brand book, website design and advertising materials.	Industry awards. A design style that matches our product.	Basic salary and a bonus based on the shares.

Now describe all members of your team yourself and fill in the following table.

Team member	Responsibilities	Competencies	Motivation and cooperation model

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Do you expect to find an investor? What if an investor comes?
Do you intend to sell your shares in equal parts (each for the same amount) or will only one of the partners sell them?

Do you have doubts about your business model or strategy?
Would you like to discuss your product concept with an expert?

**Send us your answers to
deck@iceo.co**

At ICEO we are building up success stories. In 10 years we have worked on over 30 projects. We have completed 21 startups, of which more than half have reached the break-even point.

The ICEO is a modern Venture Builder. We transform ideas into dynamically developing products and profitable companies. We do not focus only on technology. We are involved in projects from conception and MVP to enterprise scaling. We support our partners in the choice of technology, business model and team building. We create finished products to be successful.

Do you want to understand the idea of Venture Building better?

