



7 minutes – 7 slides to **tell your story**

**Welcome to a global Adventure.
The Ultimate Startup Contest**

Unicorn of Tomorrow™

1 _ 2 _ 3 _ 4 _ 5 _ 6 _ 7

Vision and value proposition

A quick one-sentence overview of your business and the value that you provide to your customers. Describe your business in a way your parents would understand.

Here you also explain how your business model will make our planet into a better place, e g; which of the UN global goals do you align with, and how.

1_ 2_ 3_ 4_ 5_ 6_ 7

The problem

If you aren't solving some problem in the world...
we have a problem!

Try and tell a relatable story when you are defining the issues.

1_2_3_4_5_6_7

Target market(s) and opportunity

Who is your ideal customer and how many of them are there?

What is the total market size and how do you position your company in the market?

If possible, include data on how much people or businesses currently spend in the market, and assess the total market size. Tell the story about the scope and scale of the problem you are solving.

Be realistic!

1_2_3_4_5_6_7

The solution

Describe your product or service.

Describe how customers use your product and how it addresses the problems that you outlined on slide two. Use pictures and stories!

Showing is nearly always better than telling.

1_2_3_4_5_6_7

Financials

Sales forecast, profit and loss statement, cash flow. Limit yourself to charts that show sales, total customers, total expenses, and profits – not in-depth spreadsheets.

Also, let us understand your revenue model or business model. What do you charge and who pays the bills? Advertisers? User? Flesh out the details.

Again, be realistic. No “hockey stick” projections. If you don’t have a history, that’s ok, focus on the forecast.

1_2_3_4_5_6_7

Marketing and sales strategy

How are you planning on getting customers' attention and what will your sales process look like? How is your process different than your competitors?

Outline marketing and sales plan, key tactics, etc.

Here is also a good place to mention the competition. There is competition in one form or another. Even if you are opening up an entirely new market, your potential customers are using alternative solutions to solve their problems today.

How are you different?

1 _ 2 _ 3 _ 4 _ 5 _ 6 _ 7

Team

**Why are you and your team the right people to build and grow this company?
What experience do you have that others don't?**

**Hight light the key team members, their successes at other companies,
and the key expertise that they bring to the table.**

**If you don't have a complete team yet, identify the key positions that you still need
to fill and why those positions are critical to company growth.**

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