



How to present your B-plan

The Winning Pitch

Introduction

- Who are you?
 - Name
 - Location
 - Your role in the business
 - Your Business / Idea
 - Hard hitting one liner
 - The vision / objective
 - The impact
 - Generates interest
- Audience eager to hear more about your business

Snapshot of your plan which would catch attention

Team

- Who are the key Team members
 - Their role
- What skillset / experience they bring in
 - How it would help in growth of the business

Do you have the right team who can make it

Problem / Market Need

- What problem / need are you addressing
 - Clear understanding of the problem or need
 - Does the problem or need really exist
 - Do you have a story to introduce the problem
 - How big is the problem – some numbers to illustrate

Do you have clarity on the market opportunity

Product / Service

- Describe the solution – A product or service?
 - Key features
- How it addresses the problem / need
 - Key Benefits to the users
- Do you have a working model or prototype
- Description-If your product is hard to explain it's a good idea to include a picture.
- Different types
- Product Development Strategy / Launch Phases
- Market validation of the solution
 - Feedback – numbers wherever applicable

How you are addressing real customer pain points / needs

Customer

- Who is your customer
- Explain whether your customers are business or individuals
- Describe your typical customer
- Describe where your typical customers are based
- Explain what prompts your customers to buy your product/service
- Do they really need your solution
 - Market survey / pilot launch
 - Explain whether you have sold any products/ services already

Do you have clarity on who would buy your solution

Competition / Substitutes

- Who are your competitors and how do you compare?
- Find out information about your competitors
 - At least five competitors
 - Who they are; Where they are; What they sell ;
How much it costs; How big the company is; What
their main strengths and weaknesses
- What are the substitutes

Do you have clarity on your competitors / alternatives

Unique Selling Proposition

- What are the unique features of your solution?
- How are you different from your competitors?
- How are you better than your competitors?
- Why should customers buy from you?

In which ways is your product / service unique

Marketing Strategy

- How will you reach your customers ?
 - Word of mouth / Advertising / Leaflets and business cards / Direct marketing / Social media / Tradeshow and exhibitions / Website
- How would you acquire your customers
- How would you service your customers

Revenue Model

- How do you make money?
 - Sources of income / Revenue Streams
 - Who pays
 - How much – Pricing
- What is the addressable market size
- Is the customer willing to pay
 - Any market validation done

Do you have a feasible and sustainable plan for making money

Unit Economics

- Calculate Unit Economics
 - Identify Major Cost
 - Find Unit cost
 - Find unit profitability (Gross)
 - Add Overheads
 - Find unit profitability (Net)

Current Stage & Milestones

- What is the current status of the business
 - Highlight key achievements
 - Use numbers wherever applicable
- Milestones achieved
- Milestones planned
 - Phase-wise launch plan
- What makes you confident that you will achieve the milestones

Do you have a scalable plan

Financials - Current

- How much is the Revenue
 - Last Financial Year Revenue
 - YTD Revenue
 - Quantity Sold monthly
 - Current monthly Revenue Run Rate
- What are the major expenses
 - Capital expenses
 - Operational expenses - Major Heads
 - Average Monthly Burn Rate
- Gross Margin
- What is the Pipeline

What is your current traction

Financials - Projected

- How much revenue you will earn in the next 3-5 years timeframe
 - Projected Quantity
 - Projected Revenue
 - Justify the assumptions
- What are the major expenses
 - Capital expenses
 - Operational expenses - Major Heads
- Profitability
 - When are you expecting to start making profit

Do you have a feasible and achievable plan

Impact

- What are the benefits of your solution on
 - Economy
 - Society : How your solution has positively impacted the lives of people, specifically the masses
 - The number of lives impacted
 - Livelihood generated
 - The benefit to the society
 - Environment

Are you solving a big challenge

Fundraising

- How much money you have invested / planning to invest from your own source
- How much money you need to scale up
- How do you plan to raise the money
- How do you plan to use that money

How much money you need, and what you'll do with it

Awards & Recognitions

Time Monitor

- Introduction – 15 seconds
- Problem & Market Need – 45 seconds
- Product / service – 45-60 seconds
- Customer – 15-20 seconds
- Marketing Strategy – 15 secs
- Competition & USP – 15-30 secs
- Revenue model – 20-30 seconds
- Unit economics + Financials – 30 seconds
- Current stage & milestones – 20 seconds
- Social Impact (Optional) – 15-20 seconds
- Team – 20 seconds
- Fund Raising – 15 seconds
- **TOTAL – 5 mins**



ALL THE BEST

