

fail

idee che affondano





Your company pitch

Show us passion and excitement, please!

We see 500+ projects per year, 2 per day – how do you get on our table?

1. Get introduced
2. Be different
3. Know us and what we do

Your company pitch



3 minuts... Did you practice?

The entrepreneurial bag has several documents:

(1) 30" pitch

(2) 3' pitch

(3) VC pitch (15 slides)

(4) Business plan and back up data

Fundraising will eat a lot of time and focus: be ready!

Be clear!



Problem



Solution

Go Metro

 CLEAR CHANNEL

005022

What do you do? How?
What resources do you need?

Ideas are worth nothing, it's all about execution

No pain, no gain – creating new markets (e.g. iPad)
is hard, focus on something which solves a problem



TEAM

Ideas are worth nothing, it's all about
execution

What we look in teams:

- Ability to work together
- Passion & stamina
- Ability to hire the best and the
brightest



advisory
board

Less than 1% of companies has an advisory board

More than 90% of companies we see come
from 1st generation entrepreneurs

Help us on trusting you filling your board of known people!



What is your market?

VCs need big growing markets – If I need to justify my team a 30x return and I invest 300k, I need a market bigger than 100M Euro

The common mistake: market size and addressable market size



Never underestimate competitors

50% plus of team say there are no competitors

[in our eyes:

- 1. Team didn't do the homework**
- 2. If there is no competition, the market is not interesting**

First mover (dis-) advantage?

Distribution is critical



Top down estimates (e.g. 2% of xxM market) are all fake – use a bottom up approach: who is your 1°, 2°, 3° customer? How many before end of year?

A stylized, abstract illustration of a person's profile, rendered in various shades of blue and grey. The face is shown in profile, looking towards the right. The background is a solid dark blue. The text is positioned in the lower right quadrant of the image.

Virality is not for
everyone!