



Start with your name and the name of your project. In some cases, a presentation will start with an attention-grabbing opening, an anecdote, a dramatic stat or fact, or a question for the audience. These devices help to engage the audience, grab everyone's attention, and establish your confidence as you get going.

Optional: Quick intro

- Your name / team



You can briefly introduce yourself or your team but don't dwell on this too long. You can elaborate more on yourself / your role for the business in the management / team part.



Explain what the project/product/service actually is. What does it do? How does it work in very simple terms. This could be a short "elevator pitch" summary of your project so that people know exactly what project you're pitching.

- List down the main products and services and describe them.
- Describe secondary products or services if applicable.



WHAT SOCIAL PROBLEM IT SOLVES

WHAT IT DOES & WHY IT MATTERS

We are social entrepreneurs so we must be aware of the social context of our business.

Describe how this problem is addressed today. Why is it not good enough or why should it be improved? Why is the problem worth solving?



HOW DOES IT MAKE LIVES BETTER

Your USP: WHAT IT DOES & WHY IT MATTERS

Why should your target groups care about your product / service? Explain what makes it uniquely valuable.

Try to formulate your value proposition this way:

[Project name] helps [target group] overcome [which obstacle] so they can achieve [which benefit]

Think about the following in order to describe your value proposition.

- Which one of our customer's problems are we helping to solve?
- Which customer needs are we satisfying?
- How do your products/services address your customers' needs? (Refer to the customer research you have done.)
- Why now? What makes your products/services timely and relevant (Refer to market overview and customer research.)

Possible characteristics

- Newness
- Performance Customization -“Getting the Job Done”
- Design
- Brand/Status
- Price
- Cost Reduction
- Risk Reduction Accessibility -Convenience/Usability?



WHO IT SERVES

AUDIENCE/COMMUNITY: Why should they care?

For whom are you creating value? Who are your most important customers/target groups?

Make clear who this project/service/product is aimed at. Is it for a particular geographic audience, or a particular demographic group? Or is it for people with a particular interest (i.e. marginalized sectors?) Or maybe it's for people who have a particular problem or a certain need. Make clear who you are building this product/service/project for so that it's clear who will benefit from it.



How will people find out about this product/service/Web site/project? Mentioning vaguely that you'll use social media to get the word out is generally not sufficient. It's important to explain how you'll raise awareness for this in a marketplace that is increasingly cluttered with all sorts of new apps/sites/products/services launching every day.

Think of the key activities or the initial activities you need to do to launch your business.

1. Awareness

How do we raise awareness about our company's products and services?

2. Evaluation

How do we help customers evaluate our organization's Value Proposition?

3. Purchase

How do we allow customers to purchase specific products and services?

4. Delivery

How do we deliver a Value Proposition to customers?

5. After sales

How do we provide post-purchase customer support? How do we keep them as customers?

Other questions you can answer:

-What techniques/tactics/tools will you use, or how will you go about taking advantage of existing or new platforms to reach you...



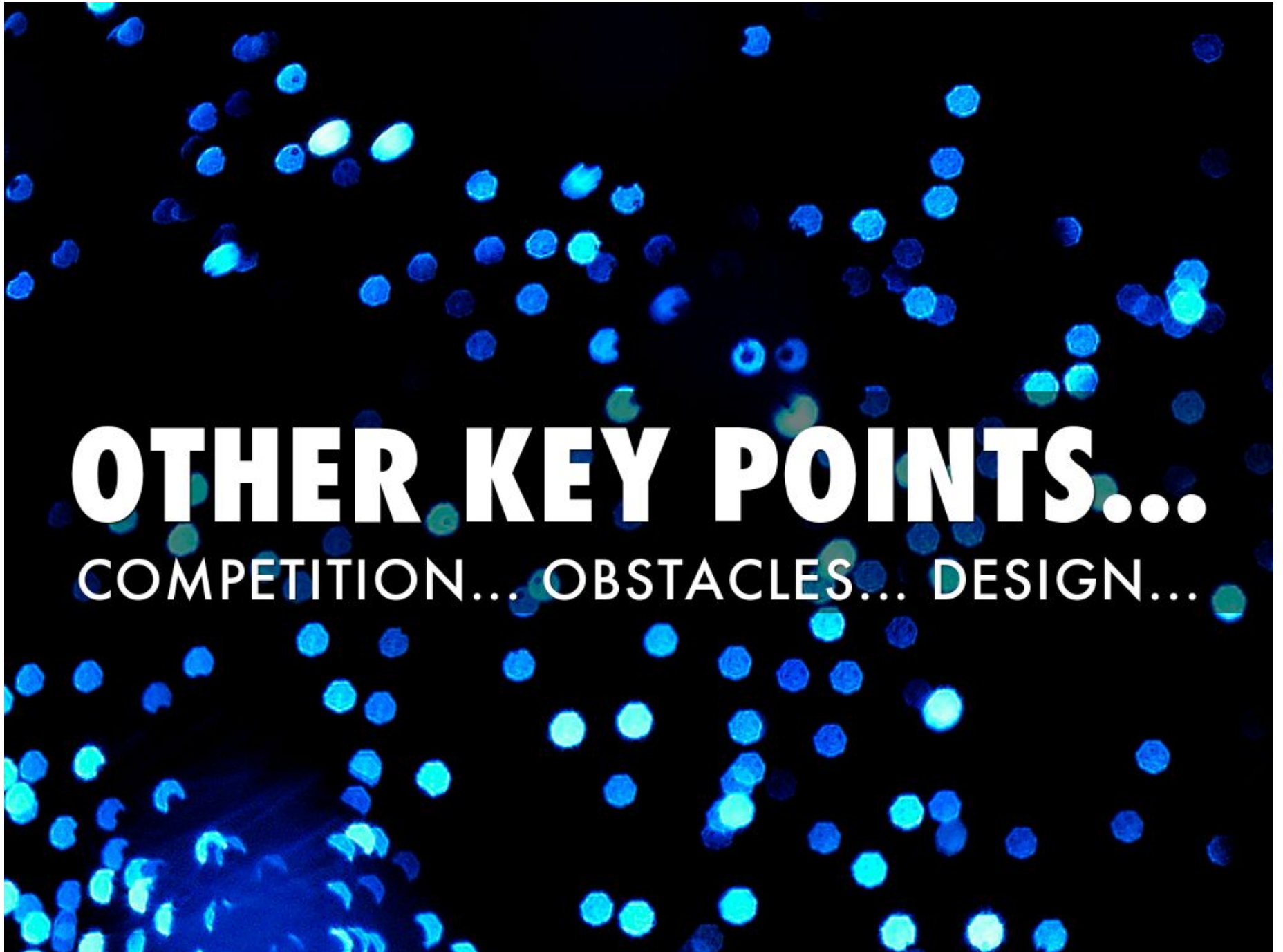
- What are the top 5 most important costs in your business model?
- How much money will it cost to open your business?
- How will you make ends meet? What are your pricing model/ tactics? What do you think your customers will be willing to pay for your service/product?
- Why will people pay for your service/product? How does this differ from competition?
- How long do you expect it might take for you to start generating revenue?

TEAM/WHY YOU

YOUR RELEVANT BACKGROUND

Who are the people behind this business? (Or who do you want to have in the team? You can also put desired roles or functions you think you will need in your team)

- What have you done in the past that has prepared you to take on this new challenge?
- Why are you well-suited to succeed in this venture?
- How will others help you, and what relevant skills/experience will they bring to the project?
- How will you go about building your team from here and adding necessary expertise?

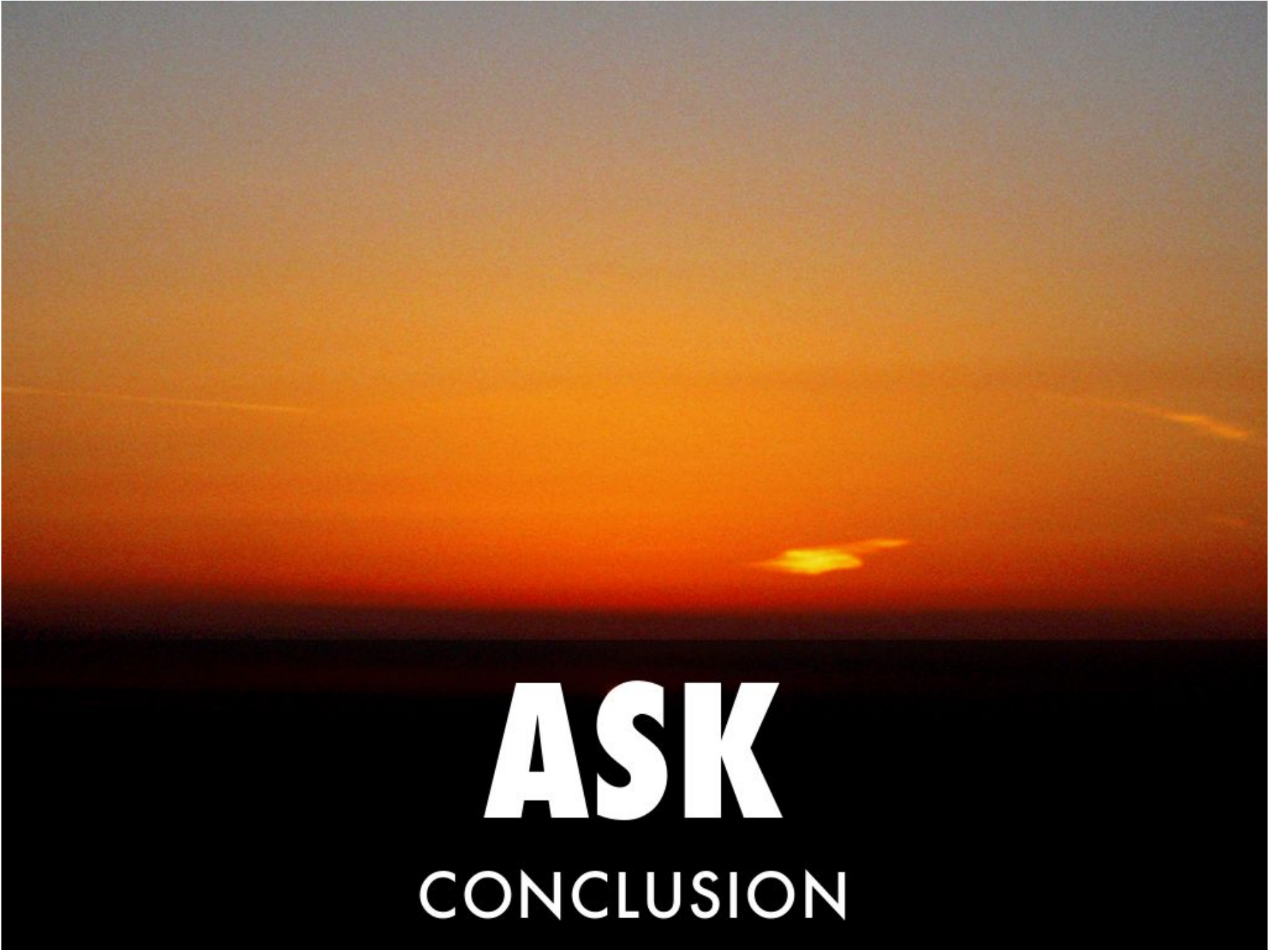


Fill in additional information here that will answer questions lingering in the audience.

- What does the competitive landscape look like?
- What are some obstacles / risks you anticipate you'll have to overcome?
- How will you measure progress in reaching your audience? What will success look like in reaching your audience?
- What are your indicators for success ? How will you assess if your project is moving forward?

LAUNCH PLAN / NEXT STEPS

- What are your goals for the upcoming period? What are the next steps you need to take?
- What are the key things you need to do to advance the project in the coming weeks and months?
- What is your timeline for moving forward? What does the roadmap for your project look like?



ASK

CONCLUSION

- What kind of assistance (educational, financial, mentoring, advise, etc.) would be helpful to you in advancing your project?
- How can people contact you afterwards to offer help?
- Anything else you'd like to say?



Optional slide



Optional slide

-You can use your team photo if you want :)