
Presentation Sample Template

- **5W1H**
- **Business Concept** What
 - What is your business idea?
 - Recognize the fact your idea is not the first idea for those who read business plans often
- **The Problem** Why
 - Clearly state the social issues (problem) & why it is important for the society (market)
 - **Size of the Problem**
 - How big is the subject matter in the society (market)
- **Your Solution** How, When & Where
 - How do you solve the problem
 - When? (proposed timeline)
 - Where exactly? (focused strategy/niche strategy)
- **Who are you:** Who
 - Management, Track Record
 - Explanation about your core competence

Business Title

Sub header (what we do)

Contact Information

Describing the Business Concept:

Mission & Vision

- What is the Mission behind your business?

- Your Big Hairy Audacious Goals (BHAG)?

The Problem:

Market Overview

- What kind of problem exists in the market?

The Solution:

Business Outlines

- What is your solution to the problem mentioned on the previous page
- Your market positioning and unfair advantage

Competitor:

Competitors & Analysis

- Who are your competitors?
- Who could become new competitors?
- Market share, strength, weaknesses in matrix comparisons

The Solution & Core Competence: **Business Description**

- Your Core Competence
- Special Know-how/Background Technology
- Track Record

The Solution:

Business Model

- How do you make money?
- Any similar business model?
- Where are you going to get paid?
- Who will collect money?

The Solution:

Path for Development, Use of Funds

- Status of Development – how it will likely to progress
- Use of funds
- Milestones

The Solution:

Marketing

- How are you going to approach customers?
- What is your targeted positioning in the market?
- Have you thought of any niche marketing?
- How are you going to build branding?

The Solution:

Management Team

- Members of your management team
- Advisors?

The Solution:

Forecasting Financials

- Short-term: Describe a story from Start-up to Break-even point
- Mid to Long-term: Describe a story after the Break-even point.