

# How to present your B-plan

## The Winning Pitch

# 1. Startup Details

- Founder's Name
- Startup Name / Brand Name (if any)
- Date of Incorporation
- Stage of Startup
- Focus Area Selected

## **2. Problem Statement:**

- What is the problem you trying to solve and why?

### **3. Solution:**

- What is your solution / product / service and briefly explain what does it do?

## 4. Technical Description:

- What is the USP/ Novelty of the solution / product / service?
- Do you have or have applied for any patents, copyrights or trademarks? If Yes, then please provide
- details.
- **Share a link of the video describing your venture/technology.**

## **5. Competition Analysis :**

- Who are your major competitors?
- What is the competitive advantage of your technology with respect to existing products/services/technologies in the market today?
- What are the alternate solutions available in the market?

## 6. Business Model Details:

- What is the business model & who are the important stakeholders in your business model?
- What is your current revenue and its growth over the past years?
- What is your per unit cost and selling price?
- Do you have any paying customers/users at this stage? Yes or No? If Yes, then how many customers / users do you have?
- What are the various Customer Acquisition Channels that you would like to highlight?
- What is your Customer Acquisition Cost and monthly recurring revenue?

## 7. Risk & Impact:

- Are there any key risks/ barriers to enter the market? Do you require any regulatory clearances or permissions for your solution/ product/ services offering to mitigate these risks?
- What kind of overall social, economic and environmental impact does your solution/product/service have on the society? How do you think will it affect or change the lives of people?



## **8. Team Composition:**

- Founder Details : Education, Experience etc.
- Mentors/ Advisors, if any
- No. of team members
- Details of members : Education, experience ( in tabular form)

- **Social Impact (optional)**

- 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

# Fund Raising

- 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

## 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