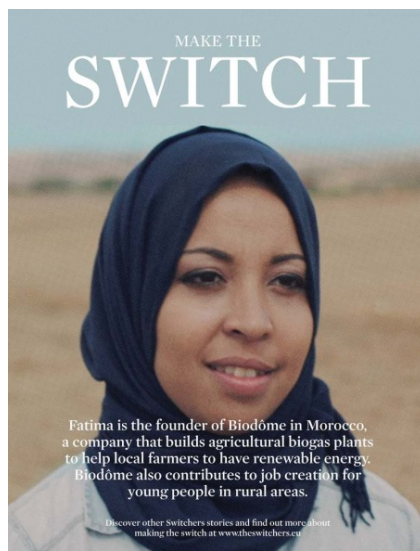


# GREEN START UPS MEET INVESTORS

## DEMO DAY PITCH GUIDELINES



SwitchMed programme is funded by the European Union



Mediterranean Action Plan  
Barcelona Convention



Regional Activity Centre  
for Sustainable Consumption  
and Production

# Green start ups meet investors demo day pitch guidelines

The aim of this document is to help you to be ready for your “demo day pitch” event and possible “One to One” meeting with investors interested in your project.

Please read carefully the following slides and take your time to imagine how your best presentation would be.

**Good luck!**



# Green start ups meet investors demo day pitch guidelines

But...before starting:

What a demo day pitch is? How it really works and how can you get ready?

Take **5 minutes** to watch these videos to get some inspiration:

[www.youtube.com/watch?v=bZTWx2bftaw](http://www.youtube.com/watch?v=bZTWx2bftaw)

[www.youtube.com/watch?v=7u0cKqRPYhY](http://www.youtube.com/watch?v=7u0cKqRPYhY)

*Whether you are trying to **raise money** for your business or just want to **perfect your business strategy**, a solid pitch is an essential tool for achieving your goals.*

# Green start ups meet investors demo day pitch guidelines

## IN FEW DAYS YOU WILL PITCH YOUR IDEA IN FRONT OF POSSIBLE INVESTORS DURING 5 MINUTES.

After the pitching you will probably have the chance to meet some of them and receive feedbacks about how to improve your business.

**THIS IS A VERY POSITIVE MOMENT GET READY FOR IT!**

*Did you remember how to define your mission? How to identify your market and value proposition?*

*Have a look at the SwitchMED training methodology to improve the content of your presentation.*

[www.switchmed.eu/en/corners/start-up/Portlets/training-materials](http://www.switchmed.eu/en/corners/start-up/Portlets/training-materials)



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An easy way to think of your pitch is as an **executive summary** that provides a quick overview of your green project and details why you are going to be successful.

To present these information remember that investors are very busy so you can use bullet points instead of long phrases.

*Before starting with the presentation take your time to think about:*

- **A project summary:** you should be able to resume your business idea, the benefits for investors, the innovative character of the product/service you're delivering in a slide.
- **Target market:** your target segments should be clearly defined and addressed, using few and to-the-point words.
- **Green Environment Problem and Solution:** short but very effective definition
- **Marketing analysis:** show the size of potential target market, how fast it is growing, and who is already working on it (competitors analysis).
- **Unique selling proposition (USP):** explain why your solution is the best choice for customers
- **Business model:** explain in a visual way which will be the main sources of revenues, activities, partners, resources, etc..
- **Competitor analysis:** list the most important competitors, having care to resume the benefits of your solution (where is best at) if compared to them.
- **Team:** here is the same content as for the short pitch
- **Milestones:** a visual slide illustrating the most important events you achieved insofar, and those that you're likely to achieve in a set time span (i.e. 1 or 2 years).
- **Financial data:** Remember you company profile

# Green start ups meet investors demo day pitch guidelines

## Elevator Pitch:

- The problem (need) you are going to solve (satisfy)
- Your solution, your answer
- Your value proposition

*Your Green Business Canvas or Plan  
is your best source of information*



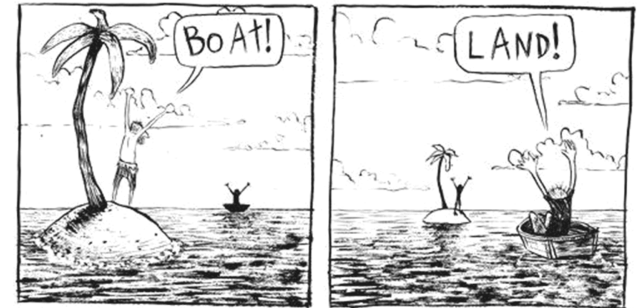
# Green start ups meet investors demo day pitch guidelines

## REMEMBER!

Investor's point of view is different from entrepreneur's point of view:

### 2 Different perspectives

- The only rational way to behave as an investor is to figure out any reason to say “no” as quickly as possible.
- Many entrepreneurs are incredulous that they cannot get financing because they believe they have provided so many reasons to say “yes”.



***It is not about how many reasons you give them to say “yes”.***

***It is about how to find a way not to make them say “no”.***



# Green start ups meet investors demo day pitch guidelines

## How to Pitch Your Project

### GET READY FOR THE DEMO DAY “pitch event”

- Pay attention to the example we are providing you.
- Use the next following slides to prepare your PowerPoint and practice before the event with your friends & family.
- Remember, your goal isn't to get through your PowerPoint... it is to **COMMUNICATE** and **GET THEIR ATTENTION**.
- **PREPARE A MAXIMUM “ 9 killer slides”** that are concise & compelling.





# Green start ups meet investors demo day pitch guidelines

You now have all the elements to prepare your slide show

## Introduce yourself

Title + Slogan Illustration	Mission + Genesis	Team: Who are we?	Project status: How far are we?
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## Make your offer clear

Market needs	Our Solution	Our Market(s), our clients.	Competition & Competitive advantages
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## Make your business potential clear

Business model	Strategy to reach the market	Clients & partners references	Out forecasts
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## Express your needs and chances of success

Financing needs	Major milestones	Key success factors	Contact
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### *Things to cover in your pitch:*

- *Problem & Market Opportunity*
- *Your Solution*
- *Why you?*
- *Financial request*

### *Qualities to have when pitching:*

- *Passion & Enthusiasm*
- *Clarity*
- *Straight forwardness*

# Green start ups meet investors demo day pitch guidelines

The next x slides are the template you have to follow to prepare your pitch.

## Introduce yourself

Title + Slogan Illustration	Mission + Genesis	Team: Who are we?	Project status: How far are we?	<b>Slide N° 1/N° 2</b> <i>For the “Introduce yourself” part.</i>
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## Make your offer clear

Market needs	Our Solution	Our Market(s), our clients.	Competition & Competitive advantages	<b>Slide N° 3/N° 4</b> <i>For the “Make your offer clear” part.</i>
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## Make your business potential clear

Business model	Strategy to reach the market	Clients & partners references	Out forecasts	<b>Slide N° 5/N° 6</b> <i>For the “Make your business potential clear” part.</i>
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## Express your needs and chances of success

Financing needs	Major milestones	Key success factors	Contact	<b>Slide N°6</b> <i>For the “Express your need” part.</i>
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**This is the template to be followed to prepare your pitch.**

Always put the **company name** or your on the top of all slides

### ***Example SLIDE N° 1 - “Introduce yourself”***

- **Project Origin/Genesis/Slogan:** Green is the new black, people!! “Buy less. Choose well. Make it last. Quality, not quantity.” Naturally Green is the sustainable fashion brand you need to know about. Naturally Green has the mission to change your wardrobe without negative impacts on environment or humans.
- **Global Vision/Strategy:** At Naturally Green we think on sustainable fashion and ethical clothing as the fashion’s answer to the planet breaking. At Naturally Green we will change your way of shopping cloths making you feel in peace with the whole planet.
- **Team:** Who are we?: My name is Luna Anul and I am the chief executive officer of Naturally Green. I am a fashion designer with an extensive experience in the fashion sector.
- **Project status:** How far are we? This is our first year of life but market and numbers show us that Naturally Green is a born leader sustainable fashion brand.



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***Example SLIDE N° 2 - “Make your offer clean”***

- **Addressed markets needs (facts & figures):** The demand for sustainable fashion increased 25% in the last 3 years. People ask for conscious shopping and the lack of companies committed with the environment represents now the 40% of the global fashion market.
- **Your solution (our eco-innovation):** Starting from the collection in 3 area of the MED, cost of the raw material, we apply the last R&D results to obtain beautiful and unique cloths: "where others see garbage we see high quality raw material ". We up-cycle sea garbage in cloths and accessories.
- **Your Core Targets (niche market, clients typology):** Our clients are: young and well educated people from 25-55 years old, belonging to the middle class. They are mostly located in big cities (65%) others are reachable on-line.
- **Competition & competitive advantages:** Our main competitors are “Cotton2” and “FashionBlue”. They cover 2% of the market but Naturally Green is able to cover the 85% of the demand thanks to its online platform. Naturally Green is the only company that ensures the 100% sustainability in its value chain.



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***Example SLIDE N° 3 - “Make your business potential clear”***

- **Business Model & scalability:** NaturallyGreen has the numbers to open 2 concept stores in downtown and 1 concept store at the capital city. In 3 years we will scale to international market with a concept store in Paris.
- **Strategy to reach the market (distribution):** Our products are delivered online and we 10 foreseen pick-up/showrooms spots in collaboration with 10 fashion boutiques in downtown and 1 in uptown.
- **Clients & partners references:**
  - *“NaturallyGreen show me a new fashion conscious concept and there’s no way back to it”. Mali Lima – Belle boutique owner.*
  - *“With them I discover that quality is most important than quantity, and quality means environment and human rights protection”. Kim Mik – fashion designer.*
- **Financial Forecasts:** 1st year 10,000 Euros - 2nd year 20,000 Euros- 3rd year 25,000 Euros.



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***Example SLIDE N° 4 - “Express your needs and success chances”***

- **Financial needs:**
  - 15,000 Euros to produce 100 samples of the NaturallyPink jacket.
  - 20,000 Euros to launch our massive marketing campaign.
  - 25,000 Euros to improve the results and application of our research.
- **Benefits for the investors (if foreseen):**
  - Ex: 5% of return in 12 months – a stake of 5% of the company.
- **Major Milestones:**
  - Starting from today 20% of increasing production.
  - 1st prototype completed validation.
  - + 10% of customers.
- **Key success factors:**
  - 30 pieces already pre ordered in 2 months.

***LunaAlun@naturallygreen.com***  
***+36945877935 – 12 Main Street***  
***Thank you!***

# Green start ups meet investors demo day pitch guidelines

## Important reminders:

- *Your slide-show cannot exceed 10 slides.*
- *Your pitch must not be longer than 5 minutes.*
- *You will pitch in the language you most feel comfortable with.*
- *Be concise & effective.*
- *Straightforwardness to be successful.*



# Green start ups meet investors demo day pitch guidelines

## Before your presentation:

- Does the story flow well? Test it on family and friends!
- Does each slide stand on its own two feet? Review them.
- Are the accomplishments clear? Ask for feedback to trainers.
- Do an uninformed reader “gets it”? Test it again.
- Unsubstantiated points? Ask for feedback to trainers.

# Good luck!



# THANK YOU

[www.switchmed.eu](http://www.switchmed.eu)



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