



Business Plan e Pitch: forma e contenuti per accreditare con successo una startup accademica

Marco Senigalliesi

29 giugno 2022

MARCO SENIGALLIESI

Head Startup Area – Fondazione HIT



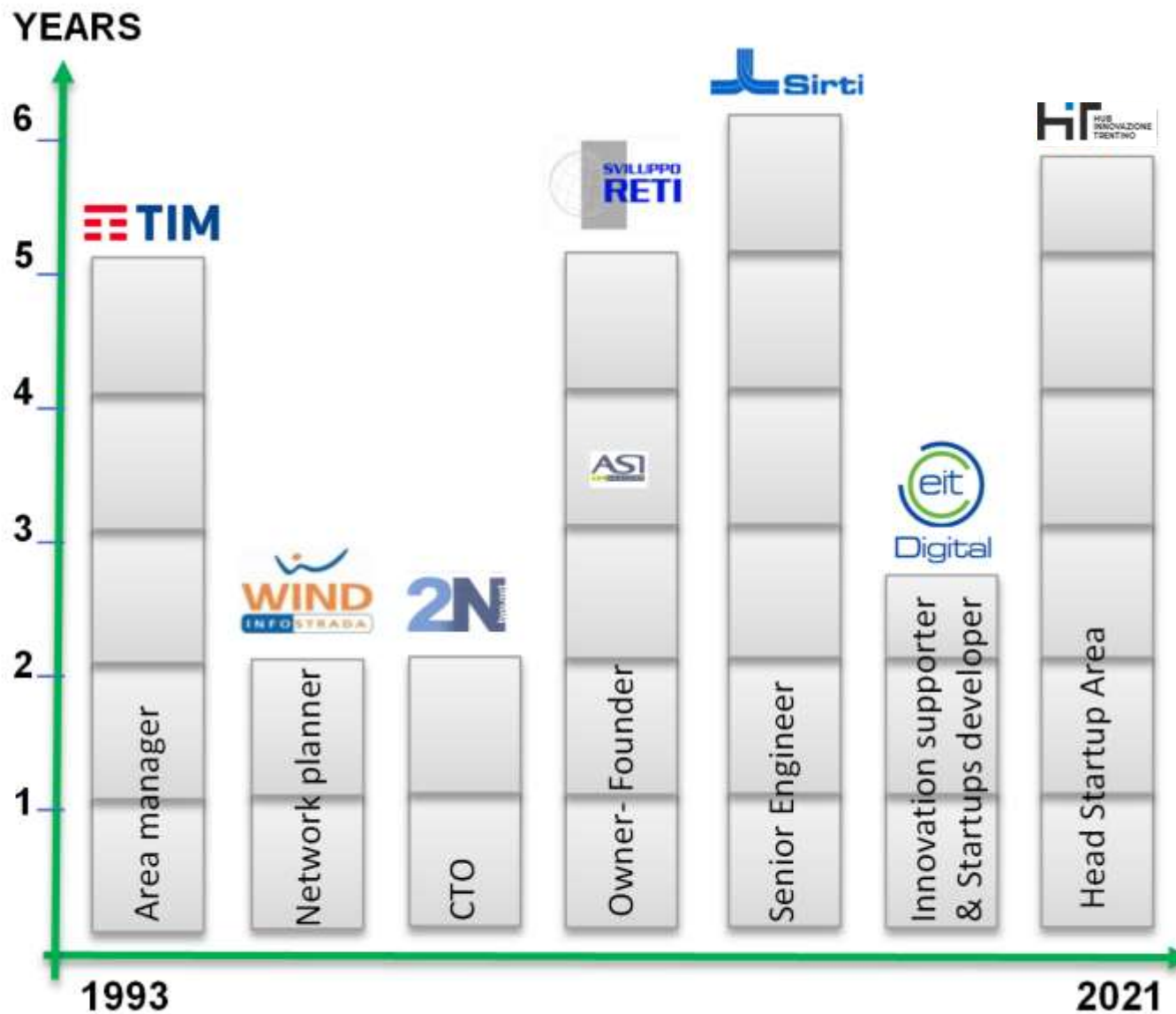
C. Darwin Liceo Scientifico
High School Diploma
Rivoli-Torino 1981-1986



Politecnico di Milano
Electronic Engineer
Milano 1986-1992



Scuola Superiore G. Reiss Romoli
MTB - Master on Telecommunication and
Business
L'Aquila 1993-1994



TOPICS



1. FOUNDING CONTENTS

2. PRESENTATION OF CONTENTS

3. BUSINESS PLAN

1. FOUNDING CONTENTS



A question:

1. Why a startup ?

Some preliminary questions:

Are we facing a growing market? Can we prove it? Are we competent in this matter?

Are we facing a REAL market need? Do we really know who they are, where they are and how our customers will behave? What do we know these elements from?

Do we know how to develop the idea? Do we understand supporting technology? Are we able to reach the market?

1. ENVIRONMENT 1/2



1st step



SIZE and GROWTH

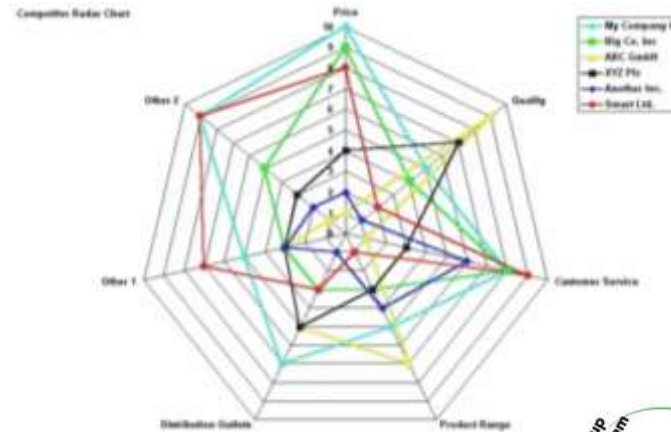


1. ENVIRONMENT 2/2

«There are no competitors.»



Our Company Competitive Analysis

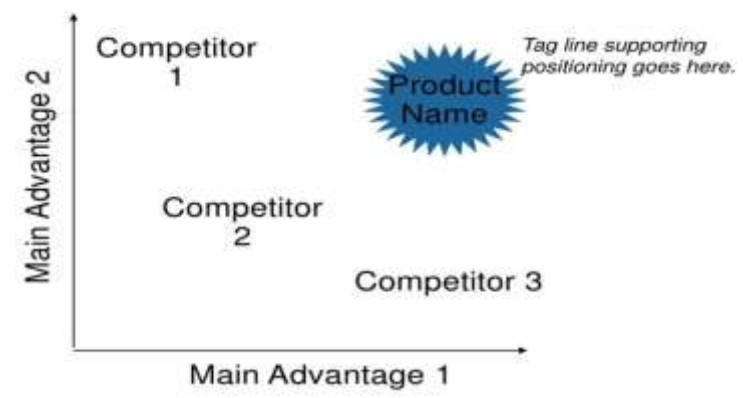


ONLINE FORM BUILDER COMPARISON CHART

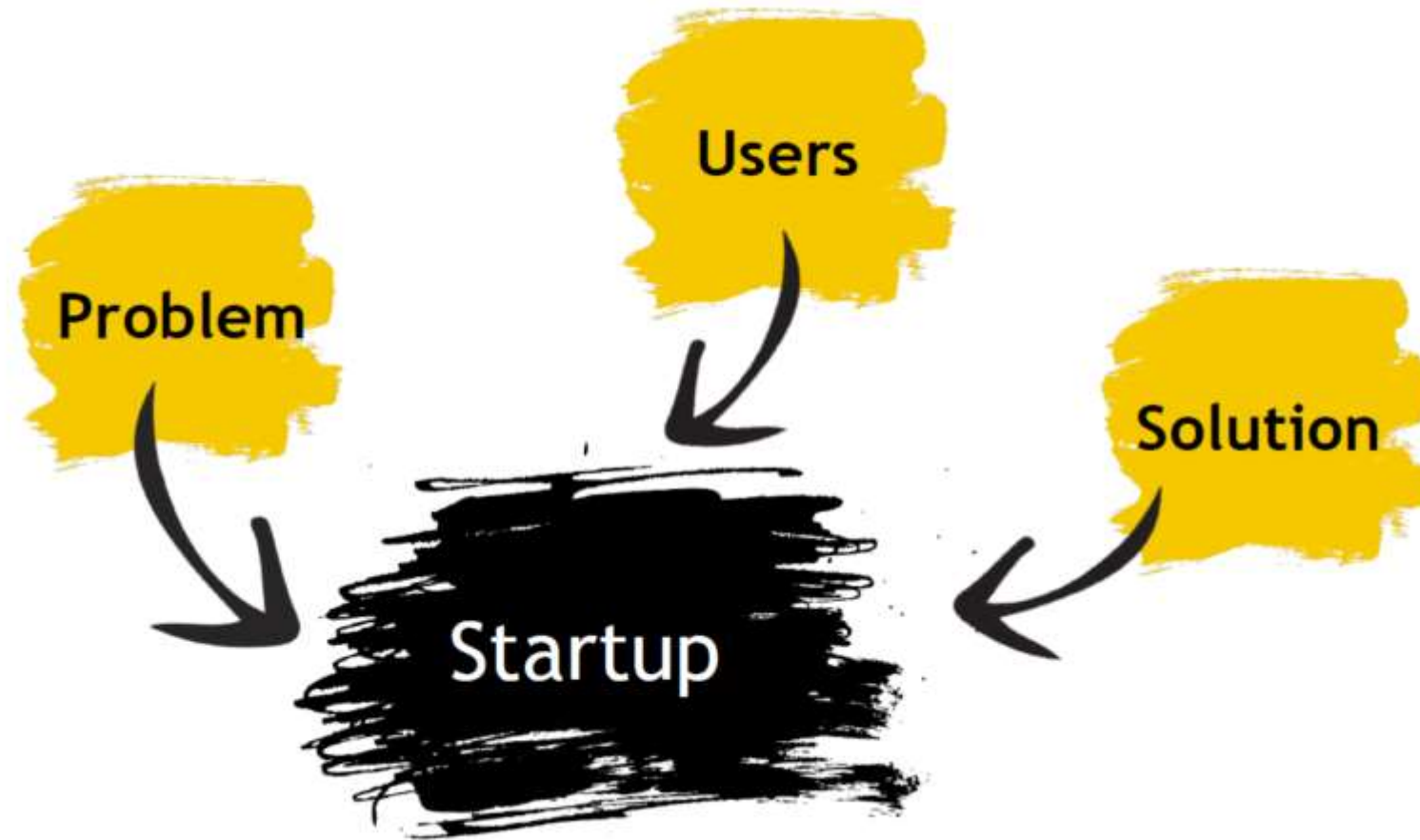
	Formstack	Formpipe	Formpipe	Formpipe	Formpipe	Formpipe	Formpipe
Agencies Processed	11	1	0	5	3	10	10
24-hour Support	26	0	0	12	4	12	12
Calculating Fees	✓			✓	✓	✓	✓
Conditional Logic	✓			✓	✓	✓	✓
Full HTML Access	✓			✓	✓	✓	✓
Save & Resume	✓			✓	✓	✓	✓
250-500 users	✓			✓	✓	✓	✓
Multi-user accounts	✓			✓	✓	✓	✓
Mobile Apps	✓			✓	✓	✓	✓



XY Axis Positioning Matrix



2nd step



Find a **SOLUTION** for many **USERS** with a **PROBLEM**

A ‘startup’ is a company that is confused about - 1. What its product is, 2. Who its customers are. 3. How to make money.

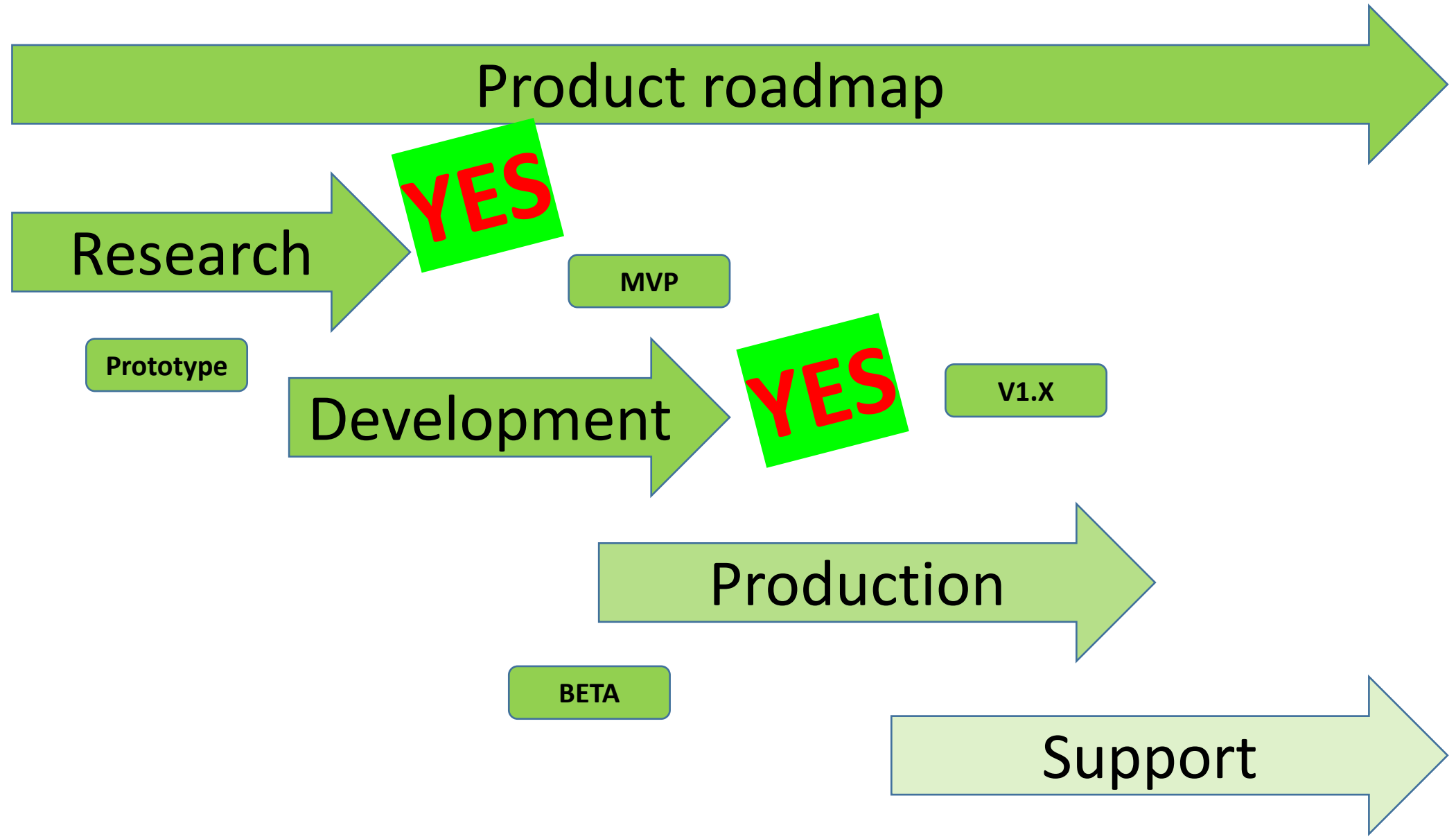
Dave McClure

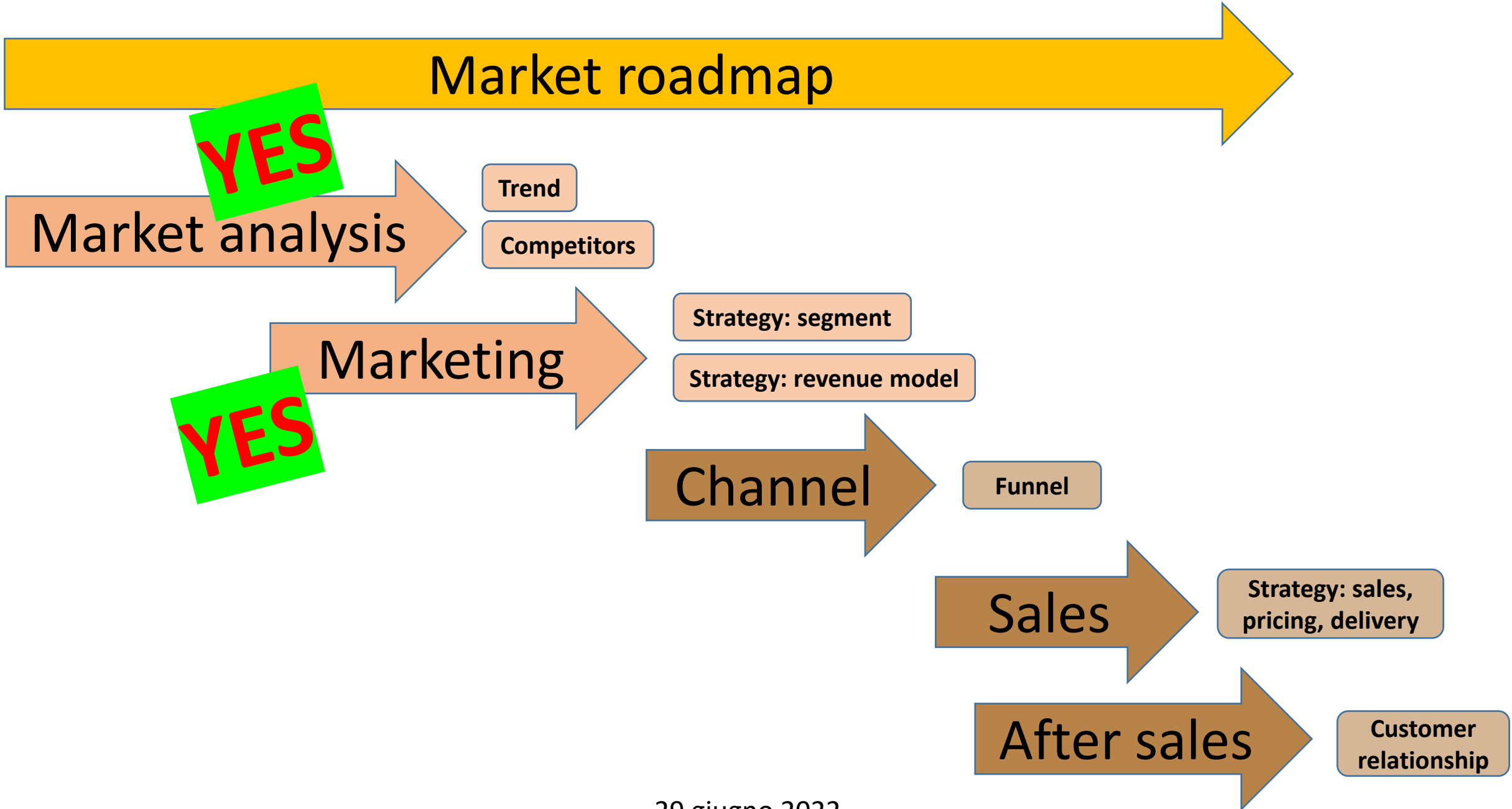
Founder, 500 Startups



Chance to clarify misleading concepts

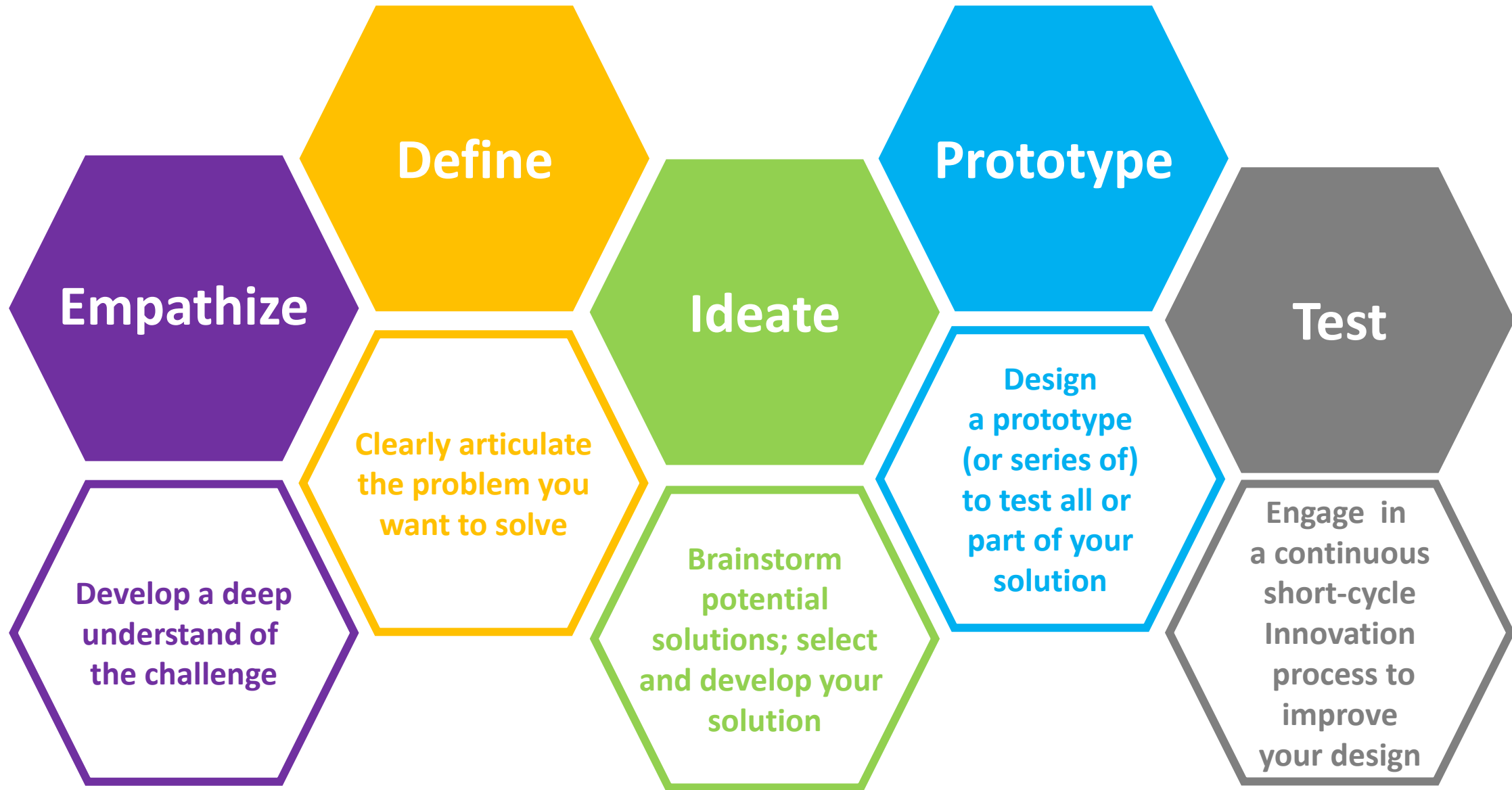
extra step





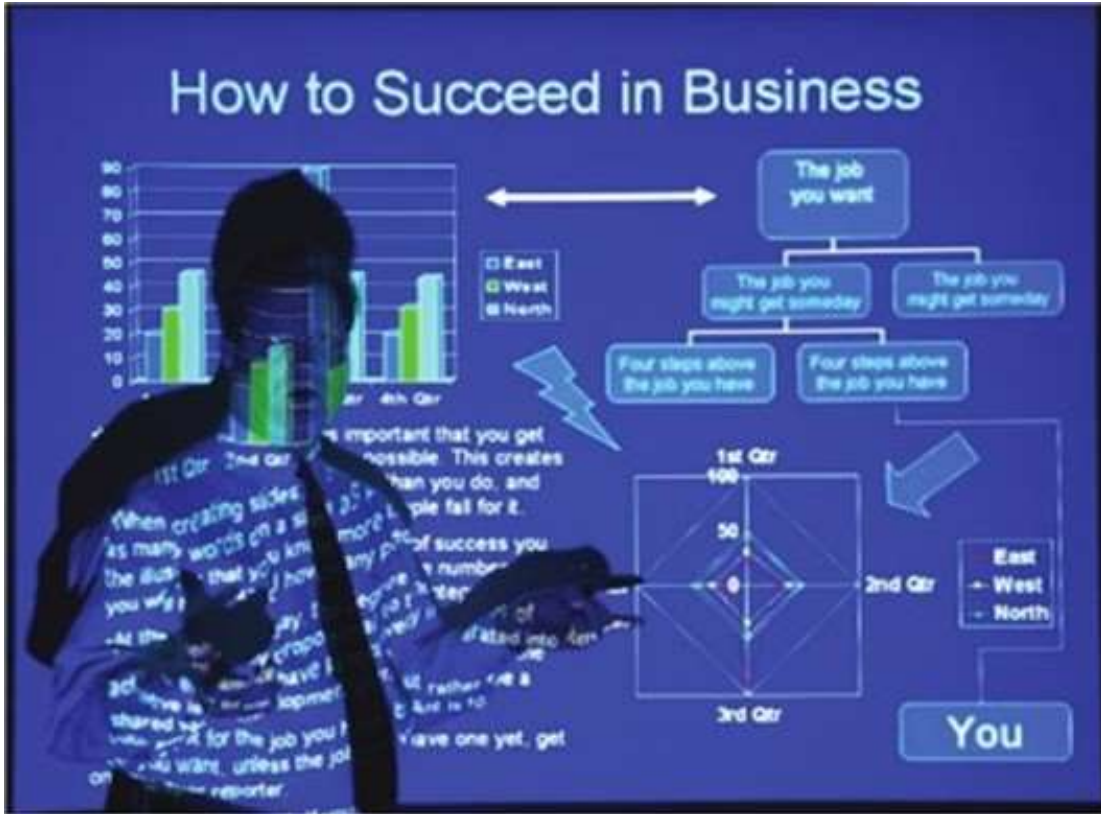


The very early-stage startup process



2. PRESENTATION OF CONTENTS





10 KEY POINTS

1:

SHORT, SIMPLE, MEMORABLE

- Company logo
- What, how, why = 15 seconds
- Max. 3 key words / phrases
- 2 sentences

10 KEY POINTS

2:

What is the problem/opportunity?

Who has it? How many? How do you know?

3:

Solution

Why is your technology unique?

4:

How big is your market?

10 KEY POINTS

5:

Business Model

How do you make money on a per unit basis?

Who are you selling to?

6:

Competition

What? Who? How are you special?

7:

Go- To-Market/Traction

Most compelling slide

10 KEY POINTS

8:

Your team

Geeks, Serial Entrepreneurs, Rainmakers

9:

Financials

Metrics that drive revenues.

(1 to 2 years back and maximum 4 years ahead)

10:

ASK

Money/Milestones/Customers/Partners

Use of Proceeds, Timing, How much?

SLIDE TIPS

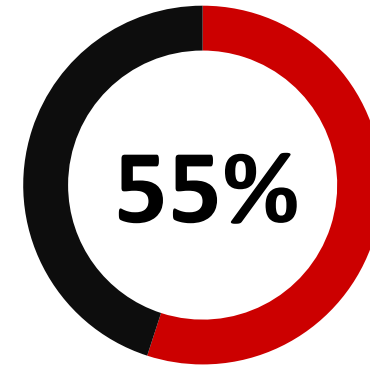
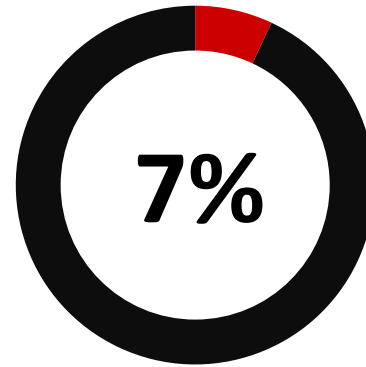
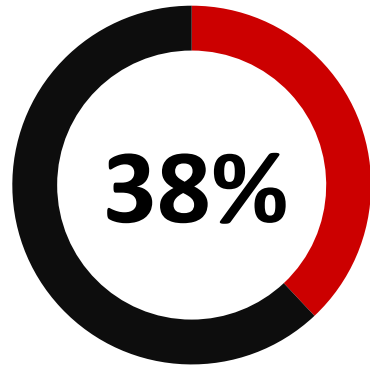
- **GOOD:** **short, short** bullet points
- **BETTER:** just the **headline**
- **BEST:** only **images**



- **ONE** IDEA PER SLIDE
- **28 – 48 pt** font

*“If they are reading the slide,
they are not listening to you.”*

NUMBERS WITH A STORY



Communication is the transfer of:

EMOTIONS

And an attempt to get others to adopt:

WE PROVIDE INFO

3. BUSINESS PLAN

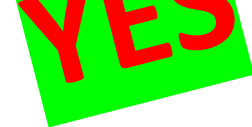



Simply put, a Business Plan is

«A written document describing the nature of the business, the sales and marketing strategy, and the financial background, and containing a projected profit and loss statement» – Entrepreneur Magazine



INTRODUCTION

- Executive Summary 
- Company Summary (*) 
- Product /Service Summary (*)

- The first section should be able to **STAND ALONE** as a summary of the whole business plan.
- It should cover all the relevant elements of your business
- It should be short and concise (between 1 and 2 pages long)
- This section of your plan should compel the reader to read the whole plan.

SOMETIMES BUSY INVESTORS READ ONLY THE EXECUTIVE SUMMARY plus a couple of data picked in the BP



- This section should describe your company (or potential one) in full. Who are you, where are you, and what do you do ?
- Remember to include a mission statement that encapsulates – at a very high-level – what you are trying to do.
- Lay out your company’s legal structure and ownership

A bright red, tilted rectangular stamp with the word 'YES' written in bold, black, sans-serif capital letters.

YES

BUSINESS MODEL

- Product / Service description
- Operation flow ?
- Revenue Model ?

- EIC Analysis (*)
- Market Research 
- Competition Analysis 

MARKET ANALYSIS

- Sales Forecast



- Pricing Model



BUSINESS
PROJECTIONS

- Marketing Strategy



- Sales Strategy



STRATEGY
IMPLEMENTATION

- Operation Strategy



- Strategic Alliances

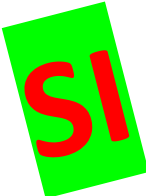
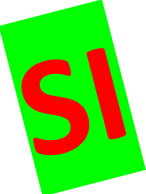


STRATEGIC POSITIONING

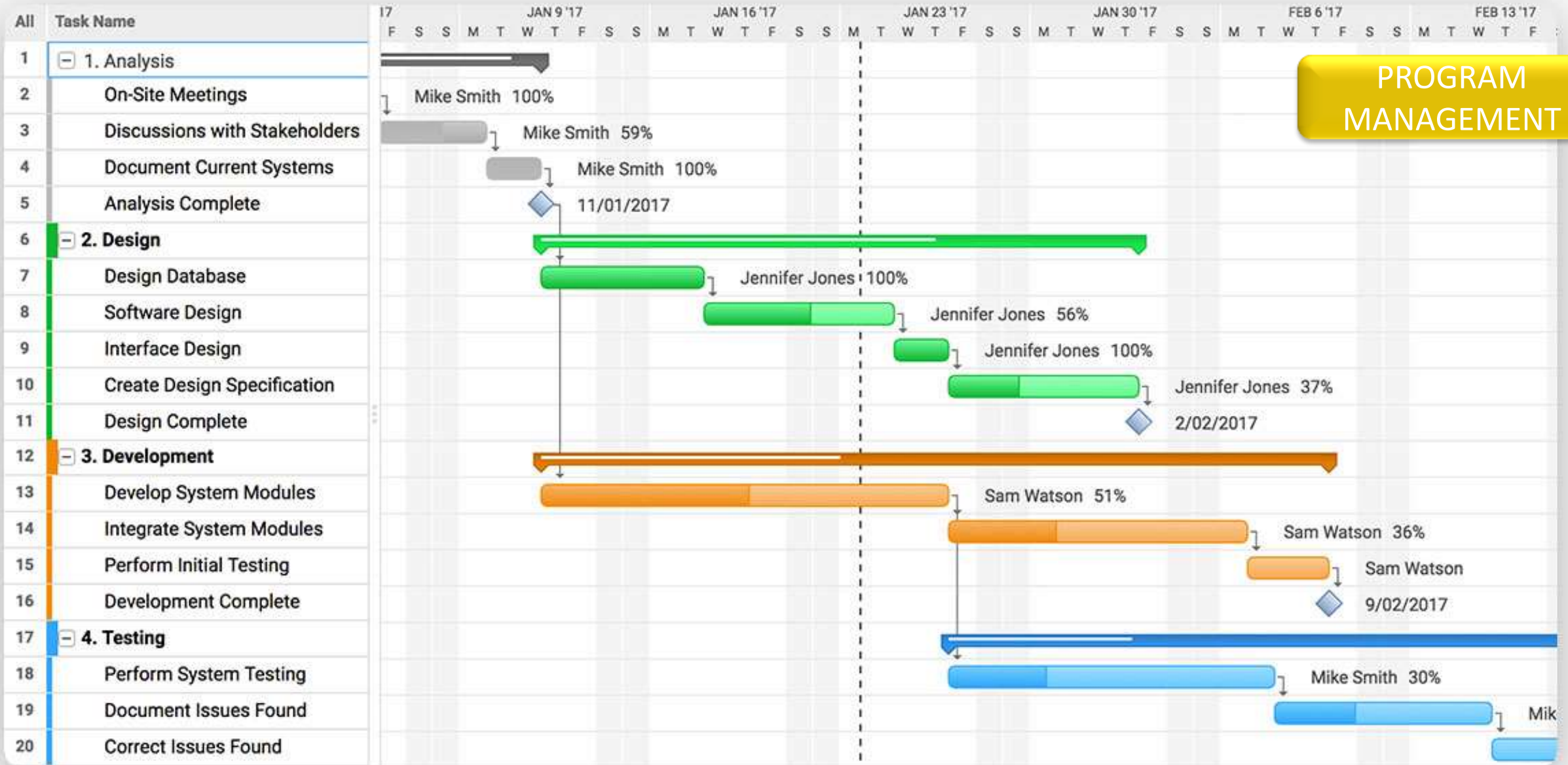
- SWOT Analysis (*)
- Competitive advantage **YES**
- Strategy Pyramid (*)
- Value Proposition **YES**




MANAGEMENT
STRUCTURING

- Organizational Chart **YES**
- Management Team **YES**
- Personnel Plan **?**

- Project Plan 
- Milestones 

PROGRAM
MANAGEMENT



- Cost & Revenue Projection 
- Cash flow & Break Even Analysis 
- Capital Requirements 
- Financial Statements (*)
- Valuation & Offerings (*)

FINANCIAL
CONSIDERATION

BUSINESS PLAN

Tips & Tricks

Thank you

marco.senigalliesi@trentinoinnovation.eu



Q&A