Business Plan e Pitch: forma e contenuti per accreditare con successo una startup accademica
MARCO SENIGALLIESI
Head Startup Area – Fondazione HIT

 --> MY PATH

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 in Telecommunication and Business
L’Aquila (I) – USA 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

SIZE and GROWTH

1st step

4 ottobre 2023
«There are no competitors.»
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
Market roadmap

Market analysis

Marketing

Channel

Sales

After sales

Strategy: segment
Strategy: revenue model
Funnel
Strategy: sales, pricing, delivery
Customer relationship
Administration roadmap

Financials

Accounting and invoicing

Operations

Cash Flow
Investing
Expenditures and revenues
Logistic & warehousing
HR
Facilities
The very early-stage startup process

**Empathize**
- Develop a deep understanding of the challenge

**Define**
- Clearly articulate the problem you want to solve

**Ideate**
- Brainstorm potential solutions; select and develop your solution

**Prototype**
- Design a prototype (or series of) to test all or part of your solution

**Test**
- Engage in a continuous short-cycle innovation process to improve your design
2. PRESENTATION OF CONTENTS
How to Succeed in Business

The job you want
The job you might get someday
Four steps above the job you have
Four steps above the job you might get someday

You

1st Qtr

2nd Qtr

3rd Qtr

East
West
North

100

50

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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/Customer/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.”
APPROACH      GESTURE      VOICE

38%          7%          55%
• 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.
• Product / Service description
• Operation flow
• Revenue Model
• EIC Analysis (*)
• Market Research
• Competition Analysis

MARKET ANALYSIS

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• Sales Forecast
• Pricing Model
• Marketing Strategy
• Sales Strategy
• Operation Strategy
• Strategic Alliances
STRATEGIC POSITIONING

• SWOT Analysis (*)
• Competitive advantage **YES**
• Strategy Pyramid (*)
• Value Proposition **YES**
• Organizational Chart  YES
• Management Team  YES
• Personnel Plan  ?
• Project Plan
• Milestones
1. Analysis
   - On-Site Meetings
   - Discussions with Stakeholders
   - Document Current Systems
   - Analysis Complete

2. Design
   - Design Database
   - Software Design
   - Interface Design
   - Create Design Specification
   - Design Complete

3. Development
   - Develop System Modules
   - Integrate System Modules
   - Perform Initial Testing
   - Development Complete

4. Testing
   - Perform System Testing
   - Document Issues Found
   - Correct Issues Found

Task Name | Start Date | End Date | Duration | Assigned to |
---|---|---|---|---|
1. Analysis | 11/01/2017 | 11/01/2017 | 0 days | Mike Smith 100% |
2. Design | 2/02/2017 | 2/02/2017 | 0 days | Jennifer Jones 100% |
3. Development | 9/02/2017 | 9/02/2017 | 0 days | Sam Watson 51% |
4. Testing | | | | |
• Cost & Revenue Projection
• Cash flow & Break Even Analysis
• Capital Requirements
• Financial Statements (*)
• Valuation & Offerings (*)
Thank you
marco.senigalliesi@trentinoinnovation.eu

Q&A