

BAKER'S DOZEN **13 SLIDES OF AN** **IDEAL PITCHDECK**



Facilitator: Pradeep Yuvaraj
Chief Storyteller & CEO, Prezantim
Charter Member, TiE Coimbatore
Global PR Lead - TiE University



tieupc22@gmail.com



What is TiE?

ESTD: 1992

**TiE IS THE WORLD'S LARGEST
NETWORK OF ENTREPRENEURS
DEDICATED TO FOSTERING
ENTREPRENEURSHIP**



3,000+
CHARTER
MEMBERS

58
LOCATIONS

TiE achieves its
mission through
5 pillars of activity

MENTORING

NETWORKING

EDUCATION

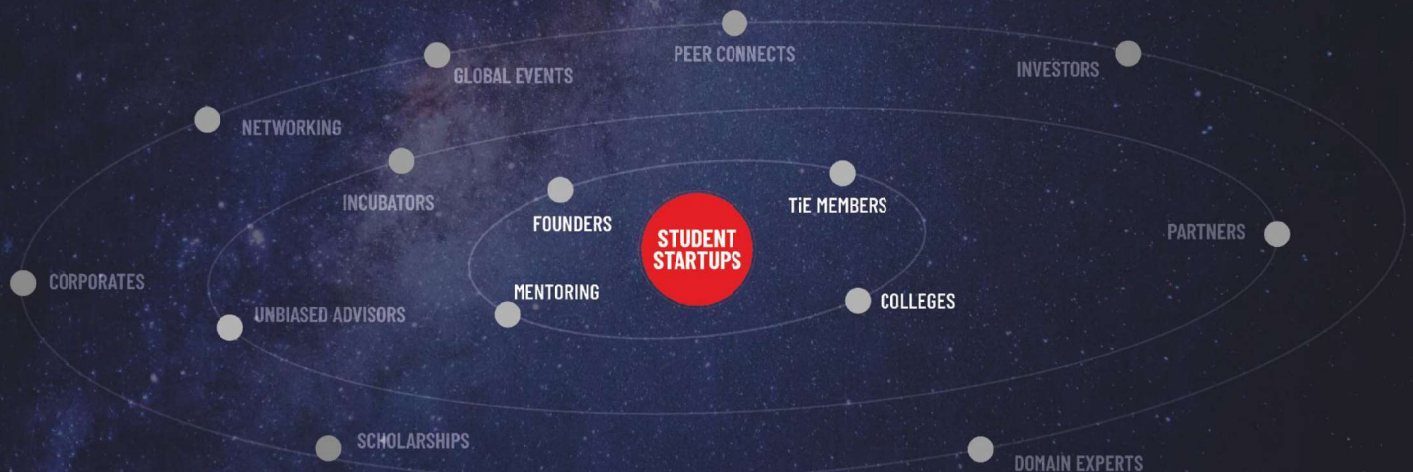
INCUBATION

INVESTMENT

15,000+
MEMBERS

13
COUNTRIES

What is TiE University: An ecosystem that provides every thing a Student Startup needs: Mentoring to Motivation



LAUNCH/SCALE/PIVOT

Global platforms to showcase ideas
Hackathons/Pitch competitions

Opportunities/**Networks**

Unlimited **mentoring**

Business & Management **skills**
Workshops/Bootcamps

Entrepreneurial **Fundamentals**

“ IF NOT FOR TIE UNIVERSITY, OUR BUSINESS IDEA
WOULD HAVE STAYED JUST THAT! AN IDEA
TODAY, IT IS A GROWING BUSINESS

TEAM AREODYME TECHNOLOGIES, GEORGIA INSTITUTE OF TECHNOLOGY
WINNER OF TIE UNIVERSITY GLOBAL PITCH COMPETITION 2020





THE TIE-U BLU BOOK

EVERYTHING you need to know about the
TiE University Global Pitch Competition!
Well, almost!

TIE UNIVERSITY GLOBAL PITCH COMPETITION



TiE UNIVERSITY Global Pitch Competition

A global startup event for college/university students and campus based start-ups to showcase their ideas on a global stage

Benefits to participants

Mentoring
Education
Networking

Prizes & Awards

Global first prize

\$50,000

Total prize money

\$100,000

In-kind Awards worth

\$0.5 Million

*Subject to variation

11

BENEFITS OF BEING PART OF THE TIE-U ECOSYSTEM

Scholarships for
student
memberships to TiE

Global
Competitions

Startup
Bootcamps

Workshops on
Entrepreneurship

Unlimited
Mentoring/
Coaching

Access to
Internships

Speaker Talks,
and Seminars,
Locally and

Network with Top
Entrepreneurs

Big prize money
and In-kind
Awards

Calendar at a glance

Dates*	Activity
Dec-Jan	Team Formation
FEB-MAR	Chapter-level mentoring
MARCH	Chapter level pitch competition to choose global representative
APRIL-MAY	Mentoring of winning team Entrepreneurship Workshops
MAY FIRST WEEK	Startup Bootcamp & TiECon Silicon Valley (Virtual)
MAY 2022	Global Semi-finals (Hybrid)
MAY 2022	Global Finals (Hybrid)

* Subject to change

13

Judging Criteria - Weightage*

OPPORTUNITY ASSESSMENT 10%	OPERATIONAL & MANAGEMENT CREDIBILITY 10%	SUCCESS VIABILITY 20%
VALUE PROPOSITION 15%	FINANCIAL UNDERSTANDING 15%	BUSINESS MODEL CANVAS 10%
		BUSINESS PLAN SUMMARY 10%
		PRESENTATION DELIVERY EFFECTIVENESS - 10%

*Subject to variations

14

Judging Criteria - Definitions*

OPPORTUNITY ASSESSMENT

There is a clear identification of the problem, definition of the product/ service offered, the market need to be served, as well as a way to take advantage of that market need. The target customer and market size are well defined and quantified. The market shows high potential.

VALUE PROPOSITION

The new venture company provides a differentiated capability that gives it a competitive advantage in its target market. Its plan to develop and commercialize their product/service is clearly described and is credible. The competitive landscape is analyzed well.

OPERATIONAL & MANAGEMENT CREDIBILITY

The "go to market" approach is credible. The team could effectively develop this company/product/service and handle the challenges associated with the venture. If the leadership team does not have the required skills or experience, a credible plan has been provided to access it, e.g., via an advisory board or talent acquisition.

FINANCIAL UNDERSTANDING

The team has a solid understanding of the financial requirements of the business. The bases for revenues, expenses, capital expenditure projections (if applicable), and additional funding requirements, are clearly described and are credible.

SUCCESS VIABILITY

The venture's profitability, risk and return on investment profile are attractive. The business represents a real investment opportunity, complete with milestones at the different stages of product/concept development in which you would consider investing or partnering.

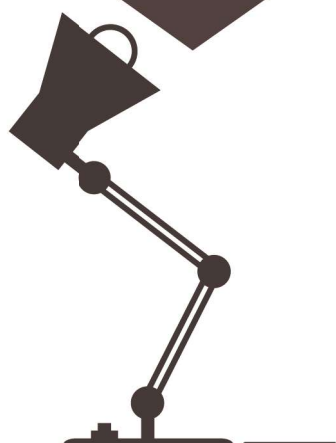
PRESENTATION DELIVERY EFFECTIVENESS

The team demonstrated a well-organized flow and presented their venture in a logical, influencing manner, with accurate and impactful materials. Presentation planning was apparent, resulting in good persuasion skills by team members during the presentation and the Q&A session.

BAKER'S DOZEN



03 THINGS FOR TODAY



01 | **PERSPECTIVE
MATTERS**

02 | **WHAT STICKS
AND WHY**

03 | **INGREDIENTS OF A
WINNING PITCH-DECK**

01

CUSTOMERS

Startups

02

INVESTORS

Networks

03

WORK

Corporate+
Prezantim



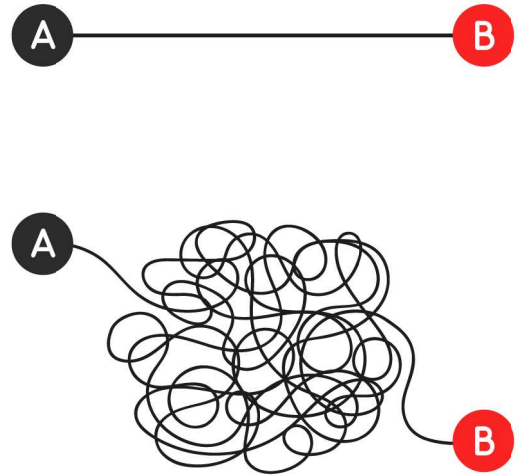
“Agni kunjondru kandaen Adhai angoru kattilor
ponthidai vaithaen
Vendhu thanindhadhu kaadu,
thazal veerathil kunjendrum Mooopendrum undo?”

Lyrics from poem by
Maha Kavi Bharathiar
Revolutionary poet/freedom fighter

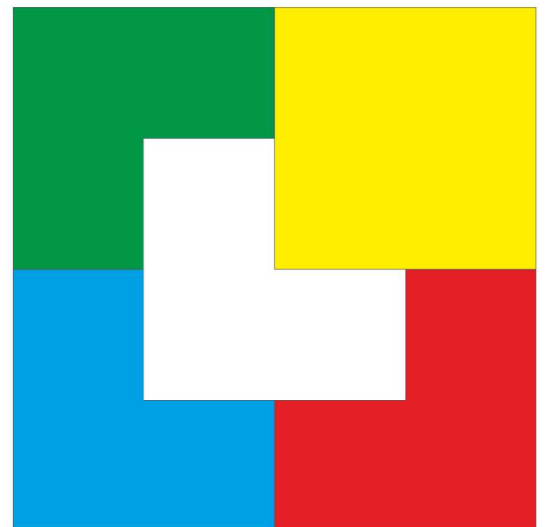
Disclaimer

1
PERSPECTIVE
MATTERS

The Complex versus Simple debate



The 360 degree perspective

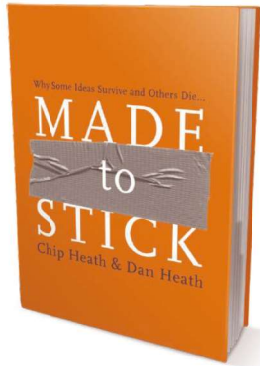


**The bad
habit of
assuming**

**Ass
you
me**

**# 2
MAKING YOUR
IDEAS STICK**

WHY SOME IDEAS SURVIVE



“To make our communications more effective, we need to shift our thinking from "What information do I need to convey?" to **"What questions do I want my audience to ask?"**”

- Chip Heath “Made to Stick”





01 SIMPLE

Find the core

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02 UNEXPECTED

Surprise jolts action

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“THE MOST BASIC WAY
TO GET SOMEONE'S
ATTENTION IS THIS:

BREAK A PATTERN.

03 CONCRETE

V8 engine X high performance

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04 CREDIBLE

Anti-authority | Details | Stats | Self-test

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05 EMOTIONAL

Drop analytical hat | Power of association
Self interest | Identity

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06 STORY

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3

THE STRUCTURE OF A WINNING DECK

PURPOSE

**OMG!
ARE YOU SERIOUS?
WOW!**

**AHA!
REALLY?**

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01

THE INTRO VALUE PROPOSITION

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02

THE PROBLEM [OR, WHAT'S THE WORLD MISSING]



03

HOW MANY HAVE THE PROBLEM (MARKET)



04

THE EUREKA MOMENT (EXCITING SOLUTION)

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05

HERE IT IS (THE SERVICE OR PRODUCT)

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06

WHERE'S THE MONEY (REVENUE)



07

TRACTION



08

KHEM CHO (THE GOTO MARKET STRATEGY/ MARKETING)

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09

WHY YOU? (THE TEAM)

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10

THE NUMBERS (OPERATIONAL PLAN)

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11

**ENTRY
BARRIER**

**THE
COMPETITION**



12

THE ASK (FUND ASK & USAGE)



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APPENDIX EXIT PARTNERSHIPS DEMO



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CARRY ALONG
EXEC SUMMARY
FINANCIAL MODELS
MARKET RESEARCH

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DO IT WITH
Passion
OR NOT AT ALL

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TAJ MAHAL - COME TO VISIT

The building is a historical monument. It is a very very beautiful building. It is situated on the bank of a river in a city. It is a beautiful tomb of a queen. It is called the wonder of the world. It was made by an Emperor in the loving memory of his wife. It is made of pure white marble of Makrana. Thousands of visitors come to see this wonderful building of Love in city every year. Thousands of artists, artisans and workers worked for twenty years to complete it. About 20 crores of rupees were spent on it. The beauty of the Taj smiles in the silvery night of the full moon. The walls of the building are decorated and carved with gem-stones of different colours. The couplets from Quran are written on the walls. The building is situated on a high raised platform. The graves of the King and the Queen are under the dome in a dark chamber. There are four minarets at the four corners of the platform. Everyone praises the building for its beauty and art. The building can be viewed in the full moon nights to see an admirable view fully. The real graves are under the dummy graves.



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The TAJ MAHAL

come visit...



2 formats

Pitch Deck

Pitch Book



pradeep.yuvaraj [@prezantim.com](mailto:pradeep.yuvaraj@prezantim.com)

insta

website