

SWINBURNE INNOVATION PRECINCT

VENTURE CUP INFO NIGHT & HOW TO PITCH

LISIAN TEH - DIRECTOR INNOVATION PROGRAMS

CONTENTS

- 01** ABOUT THE
VENTURE CUP
- 02** YOUR SLIDE DECK
- 03** TOMORROW -
STARTUP STORY TELLING

SWINBURNE VENTURE CUP

\$20,000 PRIZE

- 1-ON-1 PITCH COACHING FROM VENTURE CAPITALISTS
- ONE FOUNDER MUST BE SWINBURNE ALUMNI, STUDENT OR STAFF MEMBER



RACHEL YANG

**INVESTMENT
MANAGER**

**IMPACT
INVESTMENT
GROUP**



ROHAN WORKMAN

CEO

**SKALATA
VENTURES**

STAGE 1

3-MINUTE YOUTUBE VIDEO & ONLINE APPLICATION FORM

- Applications close: 8 October
- Complete the application form and submit video link
- We will notify successful applicants by email on 12 October 2018
- Up to 10 teams selected to pitch on 14 November

STAGE 2

THE (UP TO) 10 SUCCESSFUL TEAMS WILL

- At least one 20 minute pitch coaching session per week (16 October - 1 November)
- Sessions will be Tuesday & Thursdays (9 - 10 am and 5 - 6 pm)
- Initial coaching with the IP team
- 1-on-1 coaching with venture capitalists
- Dress rehearsal - 12 November

**APPLICATION CLOSE
8 OCTOBER 2018!**

APPLICATION FORM

**[HTTPS://GOO.GL/FORMS/ASB2Z0
7JDLB1WRGI2](https://goo.gl/forms/ASB2Z07JDLB1WRGI2)**

ONLINE APPLICATION FORM

THREE KEY QUESTIONS

ONLINE APPLICATION FORM

KEY QUESTION 1

Summary of the purpose of your startup (100 words max)

ONLINE APPLICATION FORM

KEY QUESTION 2

2. What key milestones have you hit?

website developed, launched MVP, generated 1000 product sales within a month, 8% week on week growth etc etc.

Punchy answers with numbers preferred!

ONLINE APPLICATION FORM

KEY QUESTION 3

3. How long have you worked together and why do you think you are the team to succeed?

What insights, expertise or experience do you have that will make you the team to succeed.

YOUR DECK

**THIS WILL FORM THE BASIS OF
YOUR 3-MINUTE APPLICATION
VIDEO**

*TIP - start by preparing your script first!

SLIDES TO INCLUDE

- TITLE SLIDE & PURPOSE
- PROBLEM
- SOLUTION
- MARKET SIZE
- COMPETITION
- BUSINESS MODEL
- IMPACT MODEL (OPTIONAL)
- TEAM
- PROGRESS TO DATE
- YOUR ASK

TITLE & PURPOSE

IN 1 TO 2 SENTENCES - WHAT DOES YOUR BUSINESS DO?

NO MARKETING PROMISES!!

Example :)

BOOK ROOMS WITH LOCALS RATHER THAN HOTELS

OR

THEFACEBOOK.COM IS AN EXPANDING ONLINE
DIRECTORY THAT CONNECTS STUDENTS, ALUMNI,
FACULTY AND STAFF THROUGH SOCIAL NETWORKS AT
COLLEGES AND UNIVERSITIES

Example :(

AN EDUCTECH STARTUP THAT IS BUILDING A WEB-BASED
PLATFORM THAT WILL CHANGE THE WORLD

OR

WE ARE A BOLD TEAM USING AI TO BRING YOU THE
FUTURE OF FINTECH

PLEASE AVOID "WE ARE THE UBER / AIRBNB ETC FOR ... "

PROBLEM

Start with a painful and recurring problem - something that people are actively looking for solutions to.

Tell your customer's story of pain:

- How do customer's currently solve their problems?
- Why are current solutions failing them?

Demonstrate empathy for your customer!

Problem: Taxi-monopolies reduce quality of service



Medallions are expensive, and drivers underpaid



Medallions cost ~\$500k, drivers make 31k



No incentive/accountability for drivers/clients

Digital Hail can now make street hail unnecessary

Price is a important concern for customers booking travel online.

Hotels leave you disconnected from the city and its culture.

No easy way exists to book a room with a local or become a host.

SOLUTION

HOW DO YOU SOLVE THE
PROBLEM BETTER THAN
ANYONE ELSE?

- Include screenshots or mock ups of your solution
- Provide use case examples
- Benefits to the customer - not just a list of features!
- Do you have a patent or a unique proprietary solution?

Solution

3

A web platform where users can rent out their space to host travelers to:

**SAVE
MONEY**

when traveling

**MAKE
MONEY**

when hosting

**SHARE
CULTURE**

local connection to the city

Product

6

SEARCH BY CITY → REVIEW LISTINGS → BOOK IT!



www.airbedandbreakfast.com | www.airbedandbreakfast.com | 0800 451 8100 | info@airbedandbreakfast.com

MARKET SIZE

TOP DOWN VS BOTTOM UP


There are a lot of resources online about how to calculate market size.

Top Down

Bottom up
(preferred)

Tip: Market sizing is not just referring to an Ibis World report!

Market opportunity

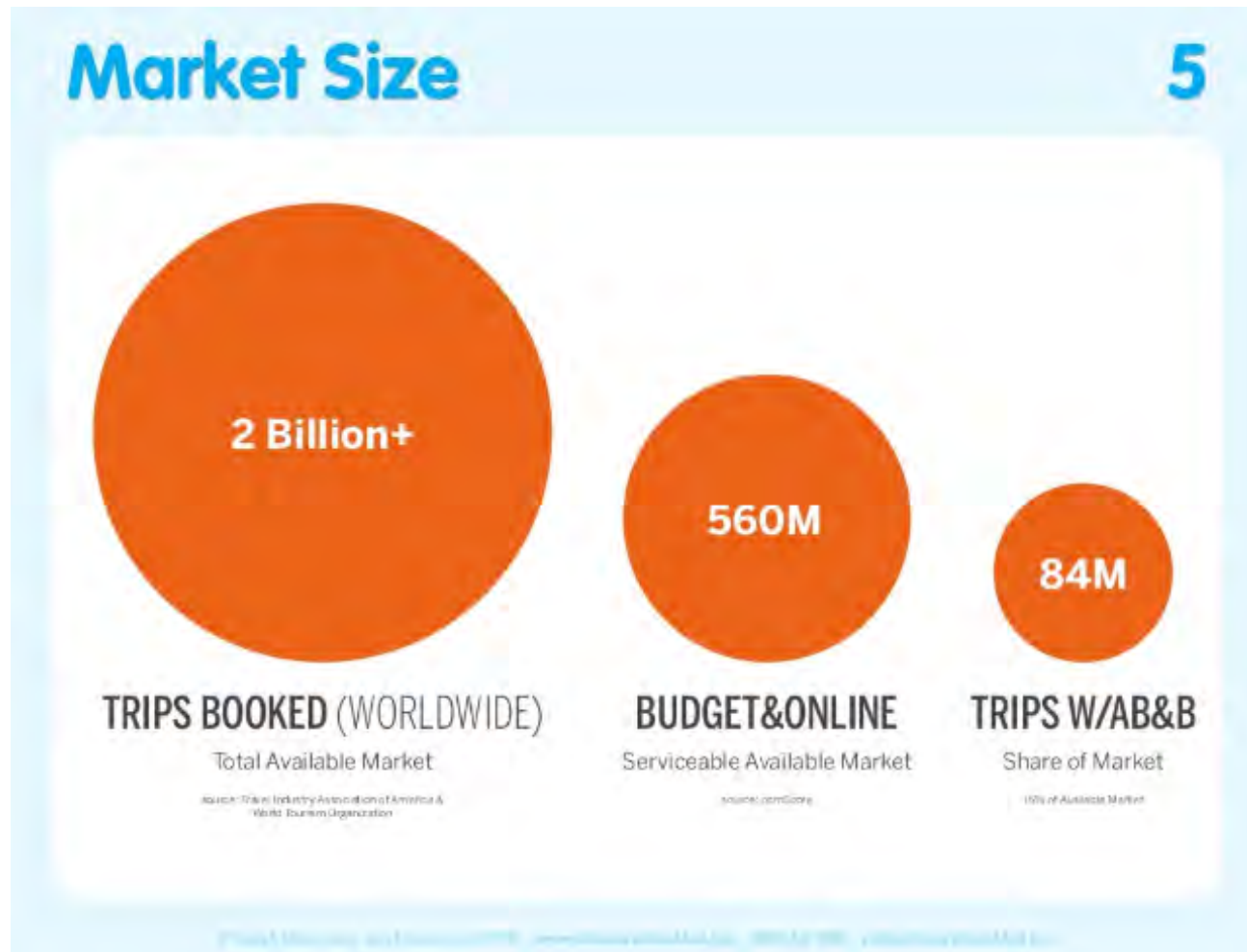


Revenue per customer
\$ INSERT

Australian market
\$ INSERT

US market
\$ INSERT

- Is the market growing quickly?
- What are the industry trends?
- Feel free to include TAM AND SAM



COMPETITORS

You have them!

Who are your competitors (what are the current substitutes for your offering)?

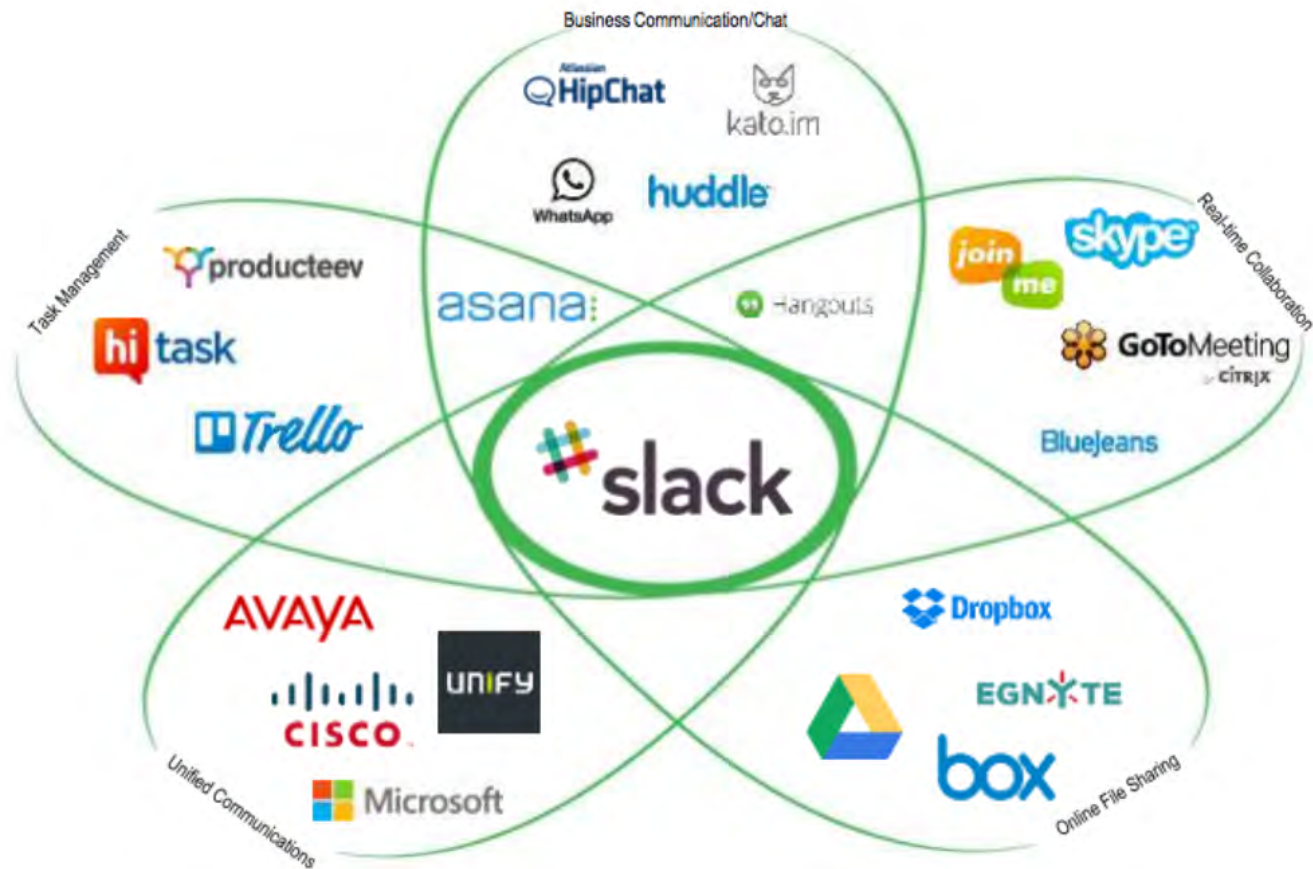
What is your competitive advantage?
efficiency? price? customer experience?
ease of use? brand? IP?

Competition

9



EXAMPLE :)



EXAMPLE :(

Competitive Landscape						Incredible Us
	Them	Other	The Startup	Else Co.	By The By	
Marketing & Distribution	✓	✓	✗	✓	✗	✓
Online Store Creator	✓	✓	✓	✗	✗	✓
Full Service Art Dealing	✗	✗	✗	✓	✓	✓
Open Platform	✓	✗	✓	✗	✗	✓
Avg. Price Range	\$1,000 <small>(\$150 - \$5million)</small>	\$1,000 <small>(\$200 - \$5,000)</small>	\$50 <small>(\$25 - \$1,000)</small>	\$2,000 <small>(\$1,000 - \$10,000)</small>	\$3,000 <small>(\$80-250 for rentals)</small>	Under \$750
Commission	3%	30%	3.5%	based on cost for various services	based on cost for various services	10%

BUSINESS MODEL

HOW DO YOU MAKE MONEY?

SUBSCRIPTION MODEL, PAY PER USE, PERCENTAGE
OF TRANSACTION etc etc

HOW ARE YOU PRICING YOUR OFFERING?

HAS YOUR BUSINESS MODEL BEEN VALIDATED (eg
paying customers)

WHAT ARE YOUR CUSTOMER ACQUISITION
STRATEGIES?

Business Model

7

We take a 10% commission on each transaction.



SOCIAL IMPACT

WE SUPPORT STARTUPS WITH TRANSFORMATIVE SOCIAL IMPACT

- Is impact at the heart of your business eg. Who Gives a Crap or Thank You Water
- Are you interested in supporting social impact as part of your business? 1% pledge, partnership with other organisations etc...

TEAM

Why are you the team to solve this problem?

Experience?

Unique insight and understanding of the problem?




















Have you worked together for a long time?

Have you worked together before?

Do you have a stellar advisory board?

TEAM

Team

	Ben Lang Co-founder & CEO					
	Philippe Lang Co-founder & COO					
	Amir Zucker Co-founder & CTO					
	Ariel Finkelstein Advisor					

Mapme © 2014 Mapme Confidential and Proprietary

TEAM

TEAM

15+ years experience working as independent creative professionals.



MIKAEL

Neuroscience degree; built oomf blog to 40,000+ in 3 months



STEPH

Actuary; Started first profitable online business at 16



ANGUS

Founded 2 previous startups; graduated University at 19



LUKE

Designer; built product to 25,000+ downloads a month

PROGRESS TO DATE

WHAT KEY MILESTONES HAS YOUR
STARUP HIT?

-
- COMPLETED # CUSTOMER INTERVIEWS?
- HAVE YOU LAUNCHED A WEBSITE?
- BUILT YOUR MINIMUM VIABLE PRODUCT?
- LAUNCHED YOUR BETA PRODUCT?
- STARTED SELLING IN MARKET?
- GENERATED CUSTOMERS AND REVENUE?
- IN TRIALS OF YOUR PRODUCTS YOU'VE SAVED
DOLLARS / TIME / RESOURCES FOR CUSTOMERS?
- USER TESTIMONIALS OR NET PROMOTER
SCORES?
- USER METRICS?
- SECURED PARTNERSHIPS?
- WON ANY PRIZES OR AWARDS?
- MENTIONED IN THE MEDIA OR TRADE PRESS?

Our early traction has been exciting.



THE ASK

How can the audience help you?

- Introductions to potential customers, board members, experts or investors?
 - Help getting into different markets? eg US, China etc
 - Looking for new team members?
 - Mentoring?
 - Are you fundraising? (You must really be at the right stage for this)
 - Don't forget to include your email or other contact details so they can get in touch!
-

GENERAL ADVICE ON YOUR DECK

- Clean and simple graphics
- Plain English please!
- It matters what you leave out - we don't need to know everything!
- Get someone else to proofread your deck

TIPS ON PITCHING

01

KNOW YOUR
AUDIENCE

Tell a story to help you stand
out from the crowd

03

YOUR PITCH IS A
CONSTANT WORK IN
PRACTICE

Watch as many pitches as
you can

02

CAN SOMEONE ELSE
PITCH YOUR
STARTUP BACK TO
YOU?

04

SHOW US YOUR
PASSION

ANY QUESTIONS?

**TOMORROW ... STARTUP
STORYTELLING WITH KATE
DINON @ ONE ROOF**

APPLICATIONS CLOSE - 8 OCTOBER

VENTURE CUP - 14 NOVEMBER