



# Green UP



Topic 4: Basic Entrepreneurship  
Subtopic 4.4: Presenting ideas

ENTRI





## PRESENTING IDEAS CONTENTS

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# INTRODUCTION



In today's dynamic business landscape, the ability to effectively present your ideas can be the difference between success and missed opportunities.

Whether you're an aspiring entrepreneur, a startup founder, or a professional looking to enhance your communication skills, this micro-training module is designed to equip you with the tools and techniques needed to present your business ideas confidently and persuasively.

It is interrelated to the previous subtopics: creativity and market research are useful tools for developing a business plan, presenting an idea to investors and knowing how to present it concisely and in detail.



# BUSINESS PLAN- PITCH DECK – ELEVATOR PITCH



When you want to start a business, it is needed:

**#1 Business Plan**

**#2 Pitch Deck**

**#3 Elevator Pitch**

Basically all three documents have the same content, but *differ in terms of detail and depth*.

Let's start with the business plan (**business plan**) containing everything about the business; create a more compact version for the presentation (**pitch deck**) and finally make a speech containing the essence of your business (**elevator pitch**).

# ELEMENTS OF BUSINESS PLAN



**Business Plan** is a formal document (often 15-25 pages long) that fully states a company's aims. It is a roadmap and the foundation of any business.

It also defines how the company intends to attain its objectives.

Business plans are created and used by all companies, including startups and established organizations.

Comprehensive, well-thought-out business plans are essential for new firms seeking to attract investors and secure financing; nevertheless, a business plan can also benefit an established company.

It can keep the executive team on the same page in terms of strategic initiatives and on track to reach set targets.

A business plan can be reviewed and revised on a regular basis, and new ones can be established if the company decides to take a different path.

Most business plan templates include seven elements:

**an executive summary, company description, products and services, market analysis, marketing strategy, financials, and budget.** It will also include also an appendix with data supporting the main sections.


There isn't a specific outline or template.

# ELEMENTS OF BUSINESS PLAN



- 1) **Executive summary:** details the business and what it wants to accomplish. It includes the mission statement and information about the leadership, employees, operations, and location
- 2) **Company description:** This overviews the business's plan and vision. It should include the company's name, business structure, and an overview of the target market.
- 3) **Products and services:** This section details the products and services offered. It can include pricing, product lifespan, benefits, and similar products and competitors.
- 4) **Market analysis:** A business needs to understand its industry and target market. It details the competition and plans on how to differentiate.
- 5) **Marketing strategy:** This part explains how the company plans to attract and retain customers, it outlines a clear distribution channel, and defines planned advertising and marketing strategies.
- 6) **Financials:** A business plan should include a company's financial planning and projections. For an established business, this includes financial statements, balance sheets, and other documents.
- 7) **Budget:** Every business needs a budget, so every business plan should detail staffing, development, manufacturing, and marketing costs.

# HOW TO PRESENT A BUSINESS IDEA/1



A **pitch deck**, also known as a start-up or investor pitch deck, is a presentation that helps potential investors learn more about your business. As strange as it sounds, the primary goal of a pitch deck is not to secure funding—it's to make it to the next meeting. It consists of a presentation part in slides -usually made with Powerpoint, Prezi or Keynote- and an elevator pitch part that consists of concisely illustrating (from 30 seconds to 5 minutes, just like in a lift conversation) the various aspects of the business plan in a professional and captivating manner, with the aim of leaving the interlocutor with a clear impression of your business project.



# HOW TO PRESENT A BUSINESS IDEA/2



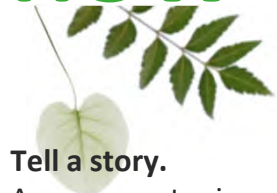
The pitch deck will need to cover each of these topics:

1. Mission or vision
2. The problem you're solving
3. The market size of the opportunity
4. Your product — and what makes it unique
5. Traction and revenue
6. Evidence that your team can execute

The pitch presentation should also back up each topic with hard data and insights, and show proof that people are willing to pay for your product. The goal is to strike a balance between providing evidence that instills investor confidence and piquing their interest with the vision for your business's future.



# HOW TO PRESENT A BUSINESS IDEA



## **Tell a story.**

A common topic among experts was the need to be personable and create a narrative. Framing your business idea as a story also helps you explain your passion for your business.

## **Define the problem**

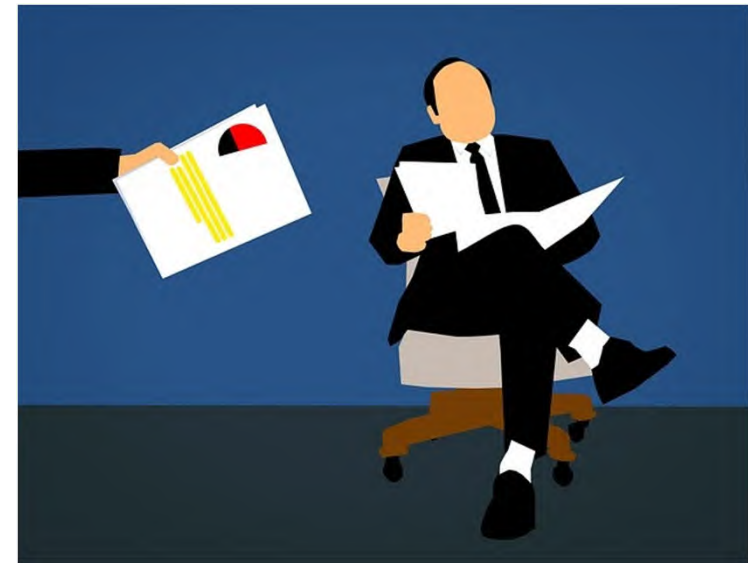
If your product doesn't solve a problem or fill a need for customers, investors aren't going to share your excitement. Thorough market research, along with customer surveys and interviews, can show if your product is needed.

## **Practice as much as you can**

Give your pitch to friends, family, neighbors or anyone else willing to listen: it allows you to learn where you can improve your presentation.

## **Be realistic.**

While practicing the pitch is a must, very rarely will your pitch go exactly as planned. Having realistic expectations will help when you're preparing. It's important to practice for a realistic presentation experience, which may include interruptions by investors asking questions.



# ELEVATOR PITCH STRUCTURE

An **elevator pitch** is a concise and compelling summary of an idea, product, service, or yourself that can be delivered in the time it takes to ride an elevator, typically around 30 seconds to 2 minutes.

It's designed to quickly capture the attention of your audience and communicate the most important aspects of what you're presenting.

The structure for an elevator pitch:

**Introduction:** Start with a brief greeting and introduce yourself or your company.

**Problem Statement:** Clearly state the problem or challenge that your idea, product, or service addresses. Highlight the pain points or difficulties your target audience faces.

**Solution:** Describe your idea, product, or service and how it solves the problem you mentioned. Focus on the unique features or benefits that set your solution apart.

**Value Proposition:** Highlight the value and benefits your solution brings to the audience. Explain how it improves their situation or meets their needs.

**Market Opportunity:** Discuss the potential market size or demand for your solution. This is where you demonstrate that there is a significant audience for what you're offering.

**Traction or Proof:** If available, mention any evidence of validation or traction, such as user testimonials, partnerships, or early sales.

**Differentiation:** Explain how your solution stands out from the competition. What makes it unique, innovative, or superior?

**Call to Action:** Conclude your pitch with a clear call to action. Depending on the context, this could be a request for a follow-up meeting, investment, collaboration, or further exploration.

**Closing:** End with a thank-you and a memorable closing statement that reinforces your key message.



**The goal is to generate interest and curiosity so that your audience wants to learn more. Tailor your elevator pitch to your specific audience and their interests, and practice delivering it with confidence and enthusiasm.**

# CONCLUSION

This module has gained valuable insights and tools to take your presentation skills to the next level. Remember, presenting your business ideas isn't just about sharing information; it's about inspiring action, fostering connections, and leaving a lasting impression.

By now, you've learned the importance of understanding your audience, crafting compelling narratives, and showcasing the unique value of your ideas.

Remember, presenting your business ideas is not only about showcasing the potential of your ventures but also about sharing your passion, dedication, and vision.

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**THANK  
YOU!**