

PlanB Pitch Deck - Infosheet Phase 2



The following information is meant to support you in drafting your PlanB Pitch Deck. On page 1, you find an FAQ overview. On the following pages, more detailed infos regarding the must-have content for your PlanB Pitch Deck.

What is the PlanB Pitch Deck?

The PlanB Pitch Deck is the final document you hand in for the competition. The deadline is November 15th 2020 (until 23.59 o'clock) to submit the document in PDF version to planb@biocampus-straubing.de. The PlanB Pitch Deck is based on the classic conventional Pitch Deck – a document, within which start-ups and entrepreneurs concisely present their business / business idea and use it to pitch the idea to potential investors, clients and partners. This is also the way it works during PlanB: based on your idea sketch, our coachings and talks, as well as these infos, you draft and finalise your PlanB Pitch Deck and submit it to us. The judges then will evaluate the Decks submitted. The best Pitch Decks will be invited to present and pitch live in front of an expert audience in Straubing on February 8th 2021 (more info see below).

Why no business plan?

At PlanB, we want to get an impression of how your idea contributes to a successful resource base change and more sustainability and we want to see if you are able to put your the most important elements of your idea in a nutshell – quick, concise and understandable to all. Many start-ups already have a ready business plan and use it as a base for their pitch deck. But also the reverse scenario is possible: your final PlanB Pitch Deck can support you in formulating a business plan.

Which format and extent are you looking for in the PlanB Pitch Deck?

Your PlanB Pitch Deck has the form of a presentation and should be submitted as a PDF. The deck should have a maximum total of 15 slides (excluding cover page and introduction) – cue „KISS – keep it short and simple!“. The content you should definitely include can be found on the following pages.

What is especially important?

Your PlanB Pitch Deck is meant to both present the most important elements of your business (idea) as well as function as the background and guideline of your informative and exciting pitch. The goal for you will be to use the Deck to tell YOUR story. Therefore, it should not be too text-laden! More useful are concise bullet points, informative graphs and visualizations and images – the right mix makes all the difference. For the jury assessment, the following elements will be decisive: complete understandable coverage of all required content, design and overall concept and market relevance of the business idea. For the top 5 decision, the final performance at the pitch event will be decisive.

Can I also submit a prototype or similar to supplement my Pitch Deck?

In order to keep the conditions fair for all, we would like to ask you to only hand in your Pitch Deck for the deadline of Phase 2. In case you have a brief clip or prototype and make it to the final Pitch Event in February, you are welcome to present it there.

What do I do in case I have submitted only a movie or already a Pitch Deck in Phase 1?

In this case, in order to guarantee a fair and comparable evaluation of all participants, we require you to provide us with a PlanB as described below. If you have submitted a Pitch Deck in Phase 1, we ask you to at least adapt it to match the requirements described below.

The following elements should in any case be part of your PlanB Pitch Deck. The order given is a suggestion and can be adapted, one element can be covered on more than one slide. Important: no more than 15 slides max.!

- **Titel/Cover Slide** (*not part of max. slide count*)
All that counts here: appealing design, a good title and claim, and the date.
- **Introduction** (*not part of max. slide count*)
Could be a brief impulse towards the goal of the Pitch and/or the depiction of your business (idea in a sentence and/or image – what is it that you are presenting?)
- **Founder / Team**
Who are the brains behind the idea? Important: introducing all Team members / yourself, the role(s) within the start-up and what kind of expertise and know-how with relevance to the business they bring.
- **Which problem are you solving?**
Business ideas evolve, because somebody recognizes a problem, that needs solving. Give some insight into the problem, how you came across it, where it occurs, whom it affects and what makes you sure its an actual problem (statistics, analyses, etc.).
- **How does your idea solve this problem and what is your contribution towards sustainability?**
Here, you should present why your idea (product, service, etc.) ist he solution to the problem described and which contribution your business has towards increased sustainability (positive effects on environment and/or society besides economic viability). Keep the story you want to tell in mind!
- **What is exactly is the subject of your idea? (explanation product, service, process...); here, please explicitly cover the relation to the biobased economy/biobased character of your idea.**
Here, you should go into more detail. The following questions should be answered: what's the core of your idea? What do you want to offer? How is this useful to your customers? How does your product, service or process, etc. work? What is the traction of your idea - did you already enter the market or do you at least have a proof of concept or prototype? Please also cover the biobased character / relation to the biobased economy here.
- **Who are your customers / what is your market?**
Here, you should cover the target group of your business, i.e. your customers. Who big is your target group? Is it regionally confined or global, what are its characteristics? Is the target group big enough or possibly already saturated? Do you maybe have frist customers / contracts? You can solidify your poi9nts with statistics, studies, etc., using reliable sources.
- **What makes your idea special?**
Your business idea does not need to be brand new or unique, but ideally, you have developed nuances and elements, that set your idea apart from the rest of your competitors and depict a special customer benefit. Present these points here.
- **Who are cour competitors?**
In most cases, you will not be the sole entrepreneur that has identified your problem. How many and which companies also address the same or a similar problem or have a similar business model/over similar products? Where are they located? Do they already act on the market? Here

as well, studies and statistics/market analyses can help to solidify your points. Important: the message „there are no competitors, we are the only ones“ is neither enough, nor believable.

- **What are the corner stones of your business model? How do you want to generate revenue?**

The objective of your business should not only be idealism – you also want to be profitable and earn revenue. How does your business model look like, how does your company function and how do you want to generate revenue/what are your main sources of revenue? What is your milestone plan for first revenue streams? Do you already have investors, if so, which ones?

- **How do you reach your customers (marketing and sales)?**

Irrespective of how genius you think your business (idea) is – you need to convince your customers to think the same! Therefore, knowing your marketing and sales strategy early on is key. Important questions are: how is your sales structured? Do you need strategic partners for your sales channels? How do you reach your target group and which instruments, measures and channels are you using? Why does your customer choose your offer over your competitors' offer?

- **What are your cost drivers? Are there bigger investments on the horizon?**

We don't need a final finance plan from you. But it is important, that you think about your finance needs. Which positions are the biggest cost drivers, e.g. staff, entrepreneur's salary, R&D, market studies, etc. and/or are you planning bigger infrastructure investments, if so, which ones?

- **Milestone Plan (3 years) & needs (partners, investors/equity/funding, customers, etc.)**

Where do you want to be with your business in 3 years and what are the main milestones on the way? In order to reach your goals, what next steps and investments do you need in the short term? You could think of specific partners, locations for demonstrators, realization of prototypes or scale-ups, financing rounds (different funding sources like VCs, loans, crowd funding, business angels, etc.), formulate your call-to-action! – ideally, there is already someone in the audience interested in helping you out.

- **...some last tips:**

In case you need more info and input, do not hesitate to contact the PlanB team and/or your mentor (if you have one).

Some further input you can find on the following pages:

- [a handy youtube Video by Slidebean](#)
- [The step-by-step process to create a killer pitch deck](#) by Neil Patel
- [How to create a memorable pitch deck](#) by Mindsea
- [Green start-up monitor, english version by the German Start-up association](#)

And now have fun! We are looking forward to seeing your Pitch Decks!