

Seed funding presentation guidelines

Solent Futures

Version: 1.0

Seed Funding Presentation to the Panel

You will still be required to prepare a presentation/pitch to the panel. Please prepare a video presentation and upload it to the link with a copy of your presentation slides. **It should be no longer than 10 minutes.**

Your presentation and slides should include the following and should be no more than 10 slides.

1. **Front slide** your Logo Business Name
2. **Introduction to your business** a bit about you/your business and your credibility to develop this business idea. i.e. degree, interest, skill.
3. **Product/Service** – what is the product or the service you are providing. i.e. is it physical if so where will it be located and what geographical area will it cover. If it is digital explain the business model and how it will work.
4. **Prototype Development** – if you are designing a new prototype then explain the stages you will be going through i.e. design, testing, release.
5. **Your Market** - what research have you done both primary and secondary. You will need to demonstrate that there is a need for your product/service built on sound evidence.
6. **Your Competitors** – who are your competitors if you have an innovative idea then explain why you think you are a new entry to the market and why there is a need. i.e. why has someone not done it already.
7. **Marketing Strategy** – Explain your marketing strategy and why i.e. is it online/offline and what platforms and methodology will you be using to attract customers.
8. **Financial Plan** –include a copy of your cashflow forecast you don't need to talk it through in detail. However, the panel will want to know the 'headlines' i.e. projected turnover and net profit Yr. 1 & Yr. 2 and your start-up costs.
9. **Financial Prototype Development** - if you are seeking funding to develop a prototype, then explain the steps you will be going through and how you intend to source funding after your prototype has been developed.
10. **Why do you need the funding** - what are you asking for the funding for and how much have you invested from your own resource?

