



# Growth Academy

Pitch Training

**intro**

**@valto**



enabling digital finance markets globally

# Global Digital Finance Ecosystem



## Startup Ecosystems Globally

Part of the **growvc**  
group

twenty plus years evolution  
as an **entrepreneur**

- **clueless**
- **entrepreneur**
- international **entrepreneur**
- international serial **entrepreneur**
- international portfolio **entrepreneur**

# As an Entrepreneur

- 20+ years as **international Serial Entrepreneur** (US, EU, Asia) & **Portfolio Entrepreneur**, with personal hard earned **success & failures**
- 17 years **experience in developing web based tools** for various business processes
- 6 years of **developing equity crowdfunding and other digital investment market solutions** globally
- 5 years for **Startup Ecosystem development** combined with online support **tools, platforms & metrics**



# As a Business Advisor

- 10 years of startup mentoring
  - **2000+ one to one mentoring sessions** and workshops
  - **1000+ entrepreneurs and hundreds of startups** around the world at various development stages and industries
- 10 years **developing Startup Support services**, with **entrepreneurial mind and lean methodology**
- 5 years of “living lab” **development for Startup Ecosystems**
- 2 years in **European Commission Horizon 2020 Advisory**:
  - Access to Risk Finance,
  - Spreading Excellence & Widening participation
  - International Cooperation

**startup?**

# A Startup

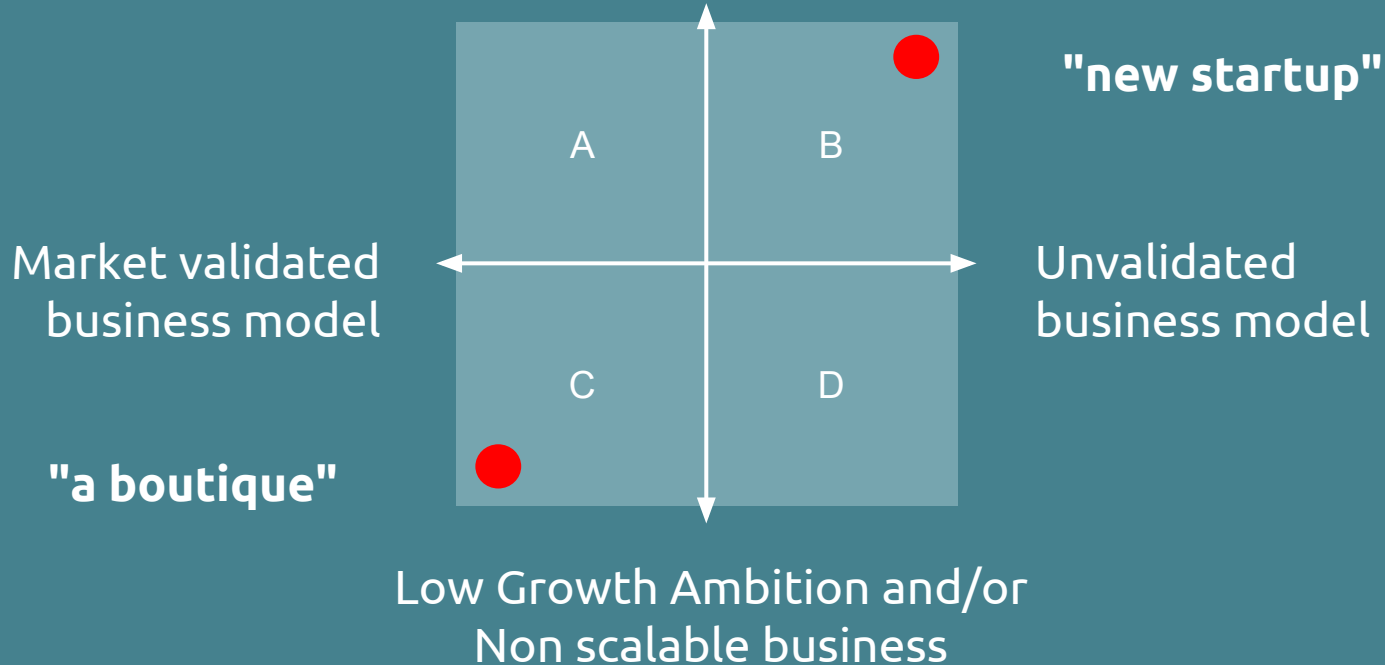
“Startup is an entrepreneurial team with innovative idea and target to grow fast with scalable business model”

Being newly founded does not in itself make a company a startup, the essential thing is growth. Nor is it necessary for a startup to work on technology, take venture funding, or have an "exit."

*Paul Graham - Y Combinator*

# "New Startup"

High Growth Ambition and  
scalable business model



# STARTUP DEVELOPMENT PHASES

## Mission > Vision > Strategy

- Co-founder team formation
- What, to whom? & Why and how?

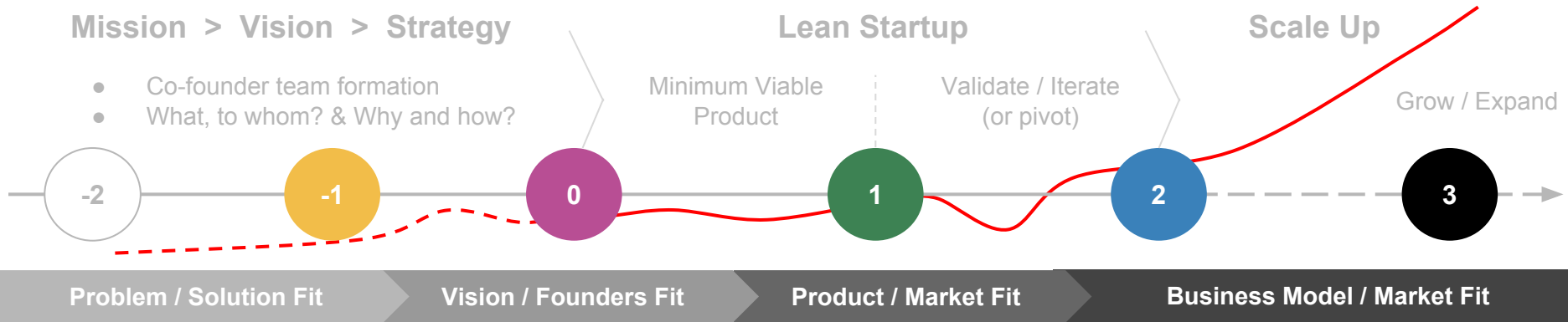
## Lean Startup

Minimum Viable Product

Validate / Iterate (or pivot)

## Scale Up

Grow / Expand



## Ideation

Entrepreneurial ambition and/or potential scalable product or service idea for a big enough target market. Initial business idea on why and how it would create value. One person or a vague team; no confirmed commitment or no right balance of skills in the team structure yet.

## Concepting

Defining mission and vision with initial strategy and key milestones defined for at least next 3 years on how to get there, -> 3, 6, 12, 24, 36 months. Two or three entrepreneurial core co-founders with complementary skills and balanced ownership plan. Maybe have extended team members for additional roles & ownership.

## Commitment

Committed and balanced co-founding team with shared vision and attitude. Able to develop the product or service (Minimum Viable Product) without dependency of uncommitted external resources, or already have initial product or service in place. Shareholder agreement signed between co-founders, including milestones, committed time and money use, for minimum 3 years with vesting terms.

## Validation

Iterating, validating assumptions until have validated solution to demonstrate initial user growth and/or revenue. Key Performance Indicators (KPI's) identified. Can start to attract additional investment based resources (money or sweat equity) for equity, revenue share or future revenue.

## Scaling

Focus on growth, showing KPI's based measurable, growth in user, customer revenue growth and/or market traction in a big or fast growing target market. Can and want to grow fast. May, will or have attracted significant funding or would be able to do so if wanted. Hiring, improving in quality and implementing processes

## Establishing

Achieved great growth, that can be expected to continue. Easily attracts financial and people resources. Depending on vision, mission and commitments, will continue to grow and often tries to culturally continue "like a startup". Founders and/or investors make exit(s) or continue with the company.

# success & failure factors

# **TOP 5 Success Factors**

**TED Speech by: Bill Gross, serial entrepreneur,  
investor, incubator etc.**



# Top 5 Factors in Success Across More Than 200 Companies



Timing

42%



Team / Execution

32%



Idea "Truth" Outlier

28%



Business Model

24%



Funding

14%

*By: Bill Gross*

**Key failure factor?**

# Premature Scaling

(on any one area)



**pitch**



**What?**



How?



**Why?**



**Why?**

**How?**





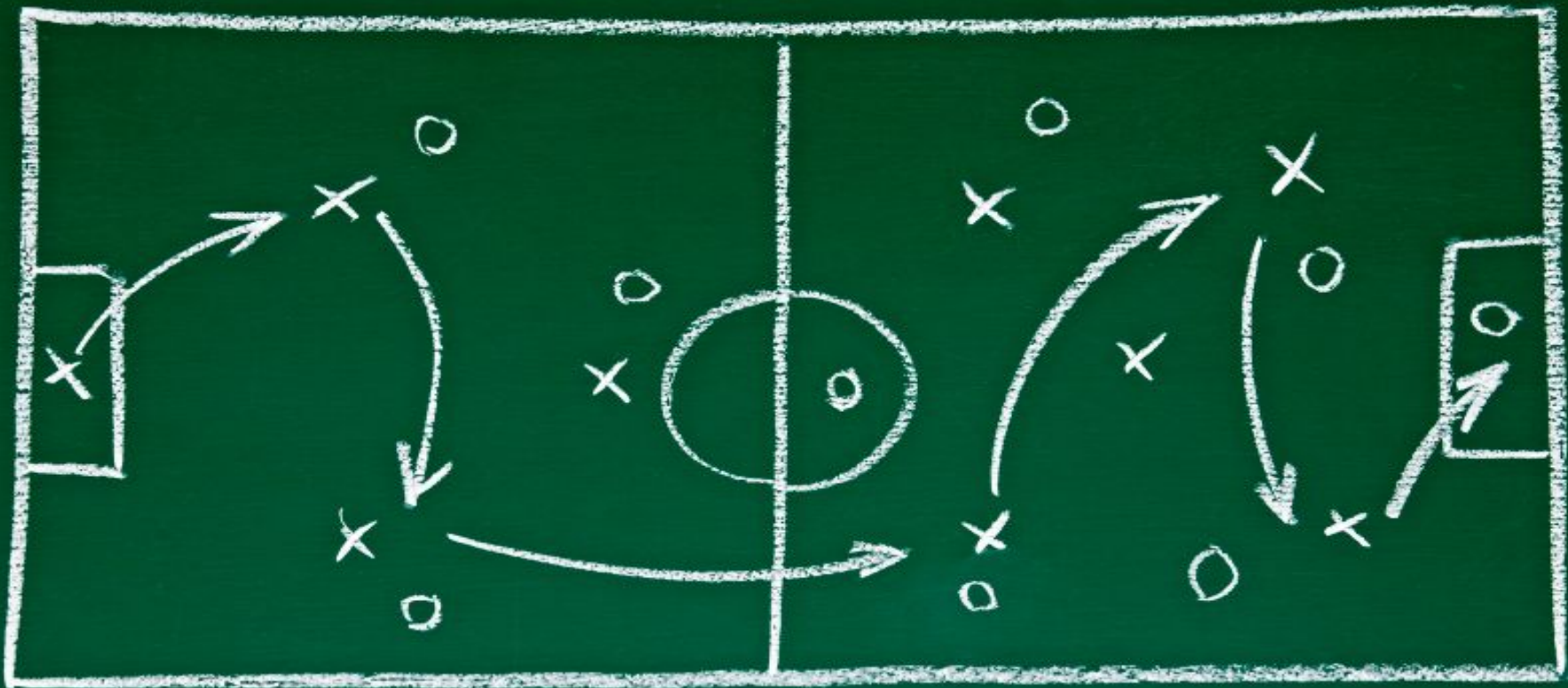
**Why?**

**How?**

**What?**



**Mission**



**Strategy**



**Vision**

# Pitch

- create/adjust pitch for different purposes/audiences
- few mins to present the **problem**, your **solution**, **market**, your **team & the “ask”**
- few min is a long time (think of TV commercial)
- only pitch most interesting **highlights**
- **use images when possible**
  - let the images give context
  - show or tell, don't explain
  - DO NOT go to deep details
- be clear & be yourself
- **practise, practise, practise....**

# Only one goal!?

get your audience to want  
ask/read/learn more...



Give context



# Problem

- present the existing problem(s): unserved needs, inefficiency, high price, poor technology or what?
- what alternatives there is to solve the problem today?
- who has the problem & scale of the problem
  - does this problem exist only in certain markets, or is it a global issue?



# Solution

- start with a product/solution picture when possible!
- explain via customer customer journey
  - ie how customer/user experience the product and advantages

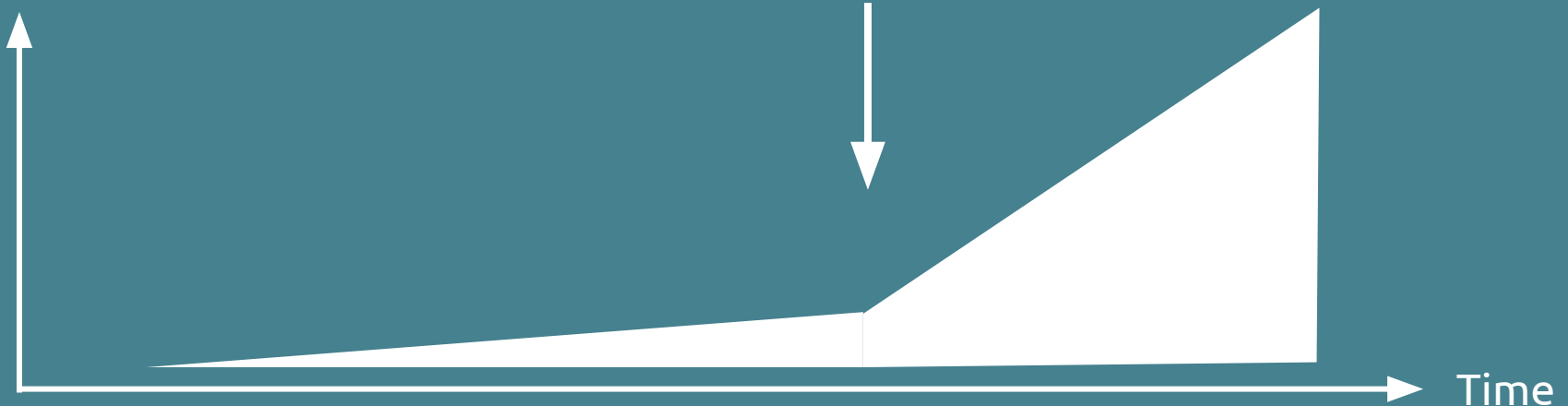
# The Market

- what market are you targeting and why (mission)?
  - + volumes, areas, size of market etc? some numbers?
- where is the market heading / market timing?
- your ambition level (vision)?
- how to reach the market (strategy)?
  - risks?
- other key market observations

# What's your market timing?

Growth

Tipping point



Market development

# Basics

**“ahead of the curve”**

-> pioneer = educator

**“after tipping point”**

-> follower = next wave, different resources or strategy

# Market Timing

## Strategies & Opportunities

**As there are many parts for your solution**

-> different ways/parts for “market timing verticals”

**Since “problem remains the same”**

-> new versions have new opportunities for market timing

# Team

- present the team
- name, expertise/value and role?
- any key achievement(s) and/or skills of each
- relevant key lessons learned
- connections, networks, channels, authority etc.
- why your team is the best to provide the solution?
- ownership split
- plan to develop the team/skills etc.

# The “Ask” (when relevant)

- what is needed in short term and what is needed in the future? (small things, bigger things, simple things, unknown things).
- what are you looking for moving forward?
- what do you offer?
- if pitching for money, be prepared to explain
  - why you need money
  - how will money be used
  - what is the ROI?



Mission & Vision  
**attract others**



# Summary

- The Problem
- The Solution
- The Market
- Your Team
- The “Ask”

practise, practise, **practise...**

**Thank You!**