

**HOW TO PITCH  
YOUR IDEA TO US.**

# How to pitch your idea to us ?!



**Hi.**

We are SQ1 Startup and we would be very happy if you would introduce your idea to us!

# Who we are.

Since we assume that we do not enter into a typical industry client-developer relationship and the project is not yet fully funded, we see ourselves as a partner in development but also investor in your idea.

Our main goal is always to help you reach the next funding step in your startup process.

If we are convinced of your idea, we are also happy to take part in the risk and could offer you to lower our development costs until the next round of funding is reached.

Since we receive many requests from startups, we would like to ask you for the following:

Concentrate on up to 15 Slides

Keep in mind who you are addressing

Keep it brief and stick to the topic

# What we expect in a pitch deck.

**01** Describe the Problem

**02** Describe the Solution

**03** What is your USP?

**04** What is your competition?

**05** What is the size of the market?

**06** What is your business model?

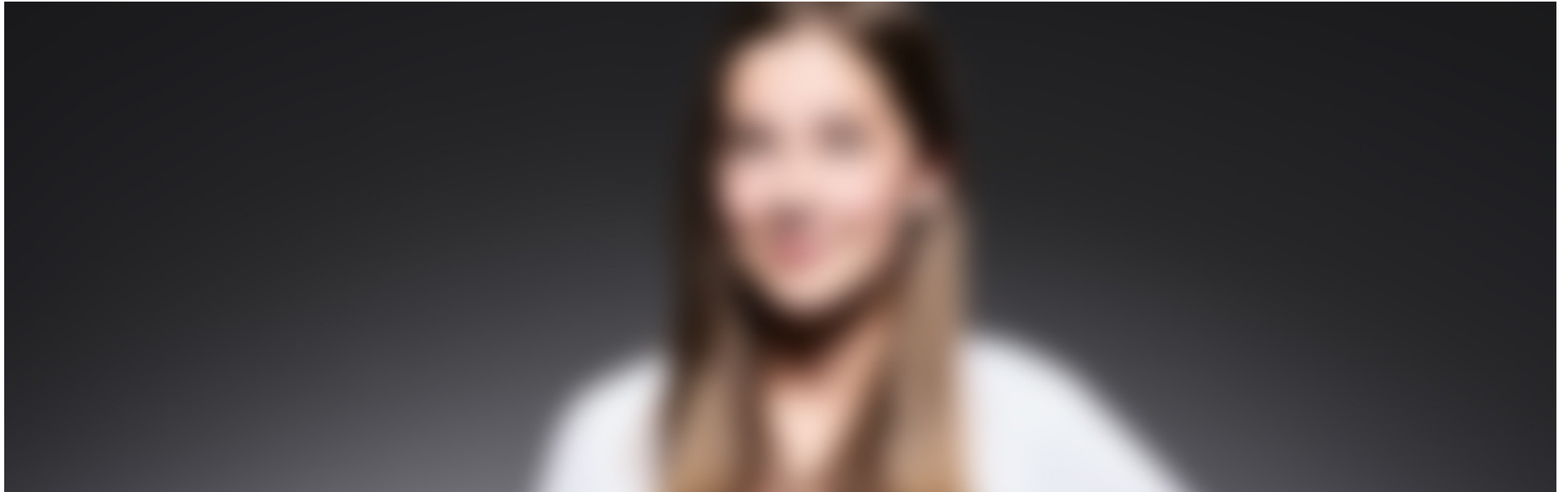
**07** What is your vision?

**08** Do you have a team?

**09** How far is the funding?

**10** How do you want to spend your money?

# Stop. Please tell us who you are first :)



Who are you?

Why are you the right one to make this idea come true?

# Describe the Problem.

## **The Problem**

What is the need? Where does it come from?

How do you know it? Can you provide first data?



If you have an idea there must be a problem  
you want to solve!

# Describe the Solution.

## **The Solution**

How do you solve the problem?

Why is your solution better than what is being currently used?



Any Demo (sketch, prototype, etc.) of your product is helpful! Please show us what you have got so far.

# What is your USP?

## **The USP**

What exactly makes your idea special?

Why does your idea make users happy?

What is the essence that you will focus at?



Please concentrate on the benefits and not just features!



# What is your competition?

## **The Competition**

Why is your idea better than today's solutions?

What are the strengths and weaknesses of today's solutions?

Why does your idea have better chances in the future than the competition?

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Don't forget that there also can be indirect competition. Products or Services that are maybe just bypassing the problem.

# What is the size of the market?

## **The Market**

How big is the market?

Can you assume market shares of the competition today?

Who are your customers and how/where can you reach them?

Which market/customers do you want to start with? And when?

Where/how do you grow?

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Numbers are everything - but we know that these probably are just assumptions.

Therefore it is important to show the first steps into the market..

# What is your business model?

## **Business Model**

How will your idea be making money?

How is the pricing?

What are the revenue models?

What is the competitors pricing/ revenue model?

How do you want to start earning money?

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And again we will probably just see some assumptions. Don't worry but maybe show us several possibilities.

# What is your vision?

## **The Vision**

How could your idea develop in best case?

How big could the market be in future?

Why is your solution a never-ending success?

What other product could be expanding your portfolio in future?

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Now its time to go crazy about the possibilities of your idea! But please stick to reality somehow ;)

# Do you have a team?

## **The Team**

Define the skills you have.

Don't forget the skills that you are missing

How do you plan to integrate those skills in future?

What is your strength?

What are your weaknesses?

Who is the leader in your team?

What are each members responsibilities?



Nobody is perfect so don't forget to tell us about your weaknesses and how you plan to overcome these.

# How far is the funding?

## The Funding

Which funding stage are you in?

Microseed? A Business Angel is supporting you?

Seed? Investors are interested in your idea?

Series A? You are reaching out to first customers?

Are you already looking for strategic partners in the industry?

Who is funding you so far?

How do you plan to find new investors?

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Please keep in mind: With our main company Squareone we have a big network of industry clients that could be of help in future stages.

# How do you want to spend your money?

## **The Spending**

How do you plan to spend your money?

What is the crucial next step for your idea?

What are the next milestones you want to achieve with this money?

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Working with investors and partners in the industry can bring you valuable information on how to efficiently build up a business. Use this knowledge!

**THANK YOU VERY  
MUCH!**