

SK

SKEMA BUSINESS SCHOOL

THE PITCHED BUSINESS PLAN

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BUSINESS SCHOOL



The 14 slides of the pitched Business Plan

1. VISION/MISSION
2. BUSINESS OPPORTUNITIES
3. SOLUTION/OFFER
4. VALUE PROPOSITION/CUSTOMER BENEFITS
5. TARGETED MARKET
6. COMPETITION
7. SIMPLIFIED BUSINESS MODEL
8. GO TO MARKET STRATEGY
9. THE TEAM
10. HISTORY OF THE PROJECT
11. THE NEXT 18 MONTHS
12. KEY FIGURES
13. RISKS
14. DEMAND

Checking the 14 slides

✓ 1. Vision/Mission

Do I provide a clear (understandable) picture of our raison d'être, the role we want to play in the future, and the positioning of my business?

✓ 2. Business opportunities

Do I make the existence of a latent, imperfectly satisfied, or unsatisfied demand clear to the audience?

✓ 3. Solution/offer

Do I clearly describe the offer I propose to take advantage of above mentioned opportunities? Is it understandable by non-specialists?

Checking the 14 slides

✓ 4. Value Proposition

Is the benefit we offer to clients obvious? Do I make clear how different we are from competition?

✓ 5. Targeted market

Have I characterized the market segment(s) clearly enough in order for the audience to figure out the present and future business potential and involved stakeholders (clients, users)?

✓ 6. Competition

Have I encompassed all potential competitors and their retaliation capacities (competitive positioning, substitutes, market power, barriers to entry)?

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✓ 7. Simplified business model

Can the audience easily understand whom I sell to, who uses my product/service, who recommends it, whom I cooperate with, how do I get my revenues, and what is my costs structure?

✓ 8. Go-to-market strategy

Have I described the various channels and steps to produce, communicate about, show, sell my offer and grow?

✓ 9. The team

Have I emphasized enough why this is us and now? Is it really relevant? Is there any talent missing?

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✓ 10. Genesis of the project

Does the track record of the project make sense? Is it reassuring?

✓ 11. The next 18 months

*Would the audience likely make the same choices for the near future considering what I have already introduced to them?
Would they support this short-term plan?*

✓ 12. Key figures

Do I provide a realistic picture of my financial objectives? Do I need to give (detailed) explanations about figures or are they crystal clear? (sales, fixed and variables costs, investments, funding decisions)

Checking the 14 slides

✓ 13. Risks

Have I addressed the real risks of the project? Do I show that I am prepared to handle them? Is it reassuring?

✓ 14. Demand

Is my demand logic? Do I phrase it in an attractive way? (They should rush to support the project !)