



time
pledge - NETWORK -

Timepledge.org



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Three categories

Focused on financial services, insurance and inclusive finance

1



Startups Entrepreneurs

Post-seed startups, with a sellable product or at least about to launch, some money raised, in need for advice on:

- Pitch review
- Positioning and Strategy
- Next investment round
- Partnership and sales strategy

2



Coaches Experts

- Industry experts
- Proven record
- Giving time for free (excluding travel)
- 2/3 days commitment
- If speaking somewhere, willing to extend time on site for a TPO mission
- Paired with local coaches

3



Donors Sponsors

- Sponsors (CSR)
- Potential clients in need for a paid mission, which will extend as a TPO mission
- Conference producers sponsoring speakers, who will extend for TPO
- Ongoing donations
- Startup HUB/Accelerators willing to sponsor a TPO coaches trips

So what does TPO offer?

EXPERT MENTORSHIP OPPORTUNITIES BASED ON PLEDGED TIME



A PLATFORM FOR MENTORSHIP FACILITATION



The vast TPO network allows access to many experts who pledge their time and knowledge of when and where to meet them.

TimePledge Academy samples

MODULE I

Raising Capital Strategies

This session will bring you the added value of understanding your company identity, your markets needs and the market itself. We will discuss aspects as:

- Defining your capital goals, where to apply them and from which sources (traditional or alternative lending);
- Understanding equity, what to give away and what to with hold (setting a proper valuation).

MODULE II

Pitch your startup to clients, investors and partners

This section of the program entails a comprehensive free workshop in which you will be provided with the needed tools to pitch your company/product to the full scope of stakeholders in the financial scope – from investors in different stages, potential clients and strategic partners.

By the end of this session, you will be prepared to approach real time in a clear and concrete presentation.

Why is TPO valuable?



Foster organic growth
of local ecosystems



Connect hubs, people,
companies, happenings



A tool for governmental
support of entrepreneurship

What else can it do?

**SUPPORT 1:1 MATCHING AT
LOCAL INNOVATION EVENTS**

**ORGANIZE MISSIONS FOR
STARTUPS TO GET MENTORING
AND PARTICIPATE IN KEY EVENTS**

**BRING IN TOP MENTORS FROM THE
TPO NETWORK FOR
COACHING SESSIONS**

Let's start



RULE #1

**90%
Tone**

**10%
Content***

**once you have the content right*

Several pitches for different audience

1

Length is different

2

Content is different

3

Language is different

4

Non verbal language is the same

Pitch deck template

1. Opening slide and Business description
2. Problem
3. Solution
4. Market size
5. Competitive landscape and differentiation
6. Sustainable competitive advantage
7. Traction / stage of development
8. Business model and monetization
9. Milestones and investment proposition
10. Team
11. Conclusion

Opening slide

This is the most important slide because it is read when investors have the peak of their attention (around 30 seconds). If they don't understand what your business is about here, they won't understand the rest of the deck and will pass.

- Describe your business in the most simple and straightforward way possible.
- Do not include the problem you are addressing and business model, they will come later.

Tip: **describe it as you would describe it to customers.**
An investor wants to understand who, why and for how much somebody would buy your offering.



Problem



What problem are you addressing and why does it exist? What makes your offering needed by the market? Sometimes this is self-explanatory so try to focus on why YOUR offering is wanted.

- **Give the feeling of inevitability:** that problem is going to be there and somebody is going to take advantage of it, whether it is you or somebody else.

If you succeed in presenting the problem this way, the counterpart will not wonder if there is a business case but everything will become just a matter of “who”, of evaluating if you are the right company for that. The rest of the deck should prove that.

Solution

Why are you the best company to solve the problem?

Explain your value proposition to serve the problem.

- **Highlight your USP** (Unique Selling Proposition) to prove that you are the right company to solve the problem.

You can use:

- User cases
- Example with comparables

Or any other material that proves your point according to your company's situation.

The answer should be in line with the features of the problem you described.



Market size

Now that the investor see that there is a problem in the market and a business opportunity to provide a solution, the next logical question is:

How big is this business opportunity?

There are a lot of theories on how to estimate the market size, you can read more on it in this article:

<https://www.equidam.com/how-to-estimate-market-size/>

Tips:

- **Use references close to your product and solution.**

Example of ice-cream factory: don't use market size of frozen products worldwide, but limit it to your local market and ice-creams.

- **Don't be afraid to use comparable companies as a reference (e.g.: combined turnover of current players):** if you follow our instructions, investors will already have a hint on why you will be able to win the market.

After calculating the market size, target a market share to reach within a # of years. The market share should not be larger than the market share of the present market leader unless the sector is growing through rapid changes and disruption.

Competitive landscape and differentiation

The best way is to identify 2 to 4 competitors and benchmark your company on a given set of features (possibly the same the customers of your problem want to see) and highlight how your offering is superior and will stand out.

- **What do investors want to understand from this slide?**

That you perfectly understand what customers wants, because it is the key to solve the market. Moreover, this slide shows that you studied the market and learned from your competitors' experience to develop your company.

- **If you don't have any competitor yet, include comparable companies.**

This is very useful in case you are creating a new market. If you don't include them, investors don't have anything to do research upon or evaluate your offering and you risk that they doubt there is even a market opportunity (not accomplishing the goal or mitigation of perceived risk).

Example: booking website for ski rentals used as a comparable company for a bike rental booking website

Sustainable competitive advantage

The previous slide explains why you are superior to your competitors today.

In this one you should focus on how you will be able to retain your competitive advantage over time in face of new competition that will definitely arise if the opportunity is as big as you pitched in the first slides.

How is your offering not going to be copied or even improved? In other terms:

- **What barriers to entry will you create to new competition (coming from new entrants or even incumbents)?**

They vary according to the various business models, but some example are:

- *Network effects*
- *Data supremacy*
- *Fast distribution*
- *Lock in effects*

Tip: “First mover advantage” is not convincing enough

Investors should not doubt that you will be able to keep that edge over competition.

Traction / Stage of development

What have you achieved to prove what you stated so far? Give facts!

Traction can be based on a lot of different KPIs according to your business case. Especially in early stages, companies may on purpose decide to focus on one KPI instead of another, that can be different even for companies operating in the same market.

Focus on giving numbers on the factors that you highlighted as your main competitive advantage in the previous slides.

Examples includes:

- *MaU (Monthly active Users)*
- *DaU (Daily active Users)*
- *Annual or Monthly Recurring Revenues (ARR or MRR) for e.g. SaaS models*
- *Volume on transaction for, e.g., payment service providers or a market place*
- *Number of customers*
- *Important distribution partnerships*
- *Prototypes if you have tangible products*

Choose two to three important KPIs for you and show what you have done to achieve them until now.

Business model and monetization strategy



This topic can also be included before or as part of the previous slide, depending on your case, but it is usually better to separate them.

You should explain here how you will be able to generate substantial cash flows and revenues in the future, which is also connected to your competitive advantage.

Clearly define how the company will generate most of its revenues and when.

Some companies may plan a change in business model, decide to monetize at a later stage, or increase prices in the future. This is not a problem, as soon as you **make sure that investors clearly understand where are you heading to.**

Milestones and investment proposition

The most effective way to present the capital need and the use of funds is to describe the use of capital in function of reaching target KPIs (the same of the traction slide to be consistent and logical).

- **Make a timeline**
- **Outline how the capital will grow each KPI you described in the traction slide**

This approach is very clear to understand and easy to measure after the investment.

Tip: time horizon should be 18 months (max. 3 years, more than that sounds too speculative)



Milestones and investment proposition

Don't give the impression the capital will be used to finish products or startup operations but rather say EXPAND.

Capital fuels the engine, does to build one. Avoid to give that impression!

Websites are never done, everybody knows that. Why would you say that then? It sounds early stage and increases the perceived risk.

Example: don't say "adding Spanish language" but rather "expanding to Spanish-speaking countries"

Not sure about valuation? Check out: <https://www.equidam.com>

For ranges of equity to grant investors at different stages, check out:

<https://www.equidam.com/ranges-of-negotiation-at-different-stages-of-a-startup>

Team



At early stages investors are investing in the people more than on the business. This is your slide to shine. It can be that you want to include it earlier in the deck, but it depends on the specific cases.

What do investors look for?

- *Experience in the field* (from previous employments or startups)
- *Successful exits*
- *How many years you worked together* with founders and colleagues

The team should be cross-functional

If you are raising money to hire developers to build the platform from scratch, good luck! It is important to have a team that, at current stage, can already deliver upon the most important elements for building the venture. You should also be able to work in a complementary way, so that the output is bigger than the sum.

Conclusion

Thank you note and contact details:

- Email
- Phone number
- Company address (geography is an important factor)

Include only one contact person

He/she should be in charge of fundraising, better if it's the CEO: investors want to talk to leaders. This will be the only reference person during the negotiation and after the transaction.



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