

SCCG
[Product / Service Name]
[Company Name]

[What are you looking for? (eg. What amount of money, partners, or team?)

[Contact Person Name, Email, Website]

[Product / Service Name]

Tips

- Product / Service Description
- Intended Benefits
- Proof of concept (if any)
- Intellectual Property (if any)



Market Opportunity

Tips

- Target customers (what is use case of product/service?)
- Market Size (how big is the potential?), don't forget to **Reference** (where the information comes from)
- Go to Market Strategy (what's your plan to gain market share?)

Market Pain



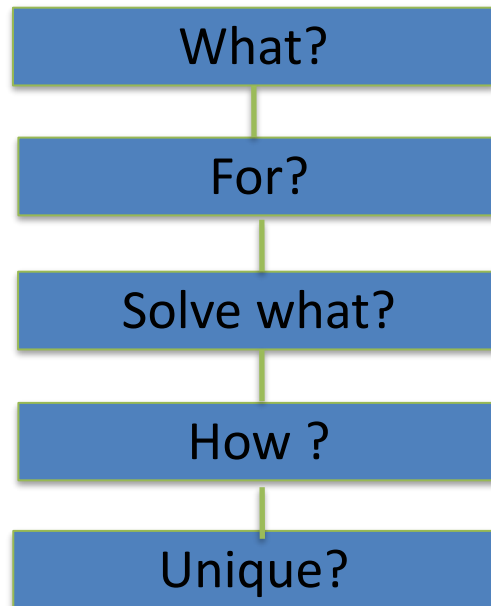
Tips:

- Show us!! The market has evolved and the current solutions don't fulfill/solve the clients current **BIG needs/problems**.
- Problem **size and frequency** in Thailand, Asia, and global.
- Clearly show us with evidence and **reference, don't just say it**.
- Why has **no one** been able solved this problem yet?
- What advantages do you have to solve this problem and how do you maintain this **unfair advantage**?

Solution

Tips

- Show prototype / image / screenshots / proof?
- What is your value proposition to your client?



What is the solution?

For which target group?

What problem will it solve?

How will it solve the problem (briefly)

What is unique / special about it?

Plan and Milestones

Tips

- Convince us with **your vision**, not just what you currently have or are.
- Show us **short plan (6 months)** and **long plan (3 years)**
- The plan should include '**product** development plan' and '**business strategy** plan'.
- What are some **major milestone** reached so far?

Management Team

Tips

- Show us **team member** with education / experience / past success or failure
- Show us your **advisors / investors**
- Convince us “**you are the right team who can deliver the commitment because**”

Validations / Traction

Tips

- Key Performance Indications (KPIs)
- Highlight press, partnerships, awards etc. publicity.
- Customer success stories and/or testimonials

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BANKOK
BUSINESS
CHALLENGE
@Sasin

Finance

Tips

- Revenue Model – How are you going to make money?
- Sales / Revenue Projection (in chart or table format)
- NPV / IRR for Investor
- Other financial data

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Sustainability

Tips

- How the venture has holistically internalised sustainability principles both strategically and in practice.
- Note: Sustainability is defined by many as the balance of the below concerns
 - Environmental
 - Social
 - Economic