

Comprehensive Pitch Deck

Once both parties have come to the conclusion that they find each other interesting - it is time to create a deeper mutual understanding. One step towards this goal can be made by sending us a more comprehensive pitch deck that allows for an in-depth analysis of your business. Thus, we are able to clearly identify all areas in which our know how, money, network and effort can accelerate your endeavors.

ACT: Visualize each topic on not more than 3 slides.

Topic	Content
I. Outline	<ul style="list-style-type: none"> <input type="checkbox"/> What is the true problem we are solving? <input type="checkbox"/> How do we solve the problem? <input type="checkbox"/> Which value do we generate? <input type="checkbox"/> What is our unfair advantage over others? <input type="checkbox"/> How did we come up with our idea? <input type="checkbox"/> Why the Wegvisor team would be stupid and full of idiots not to get on board with us.
II. The Target Groups	<ul style="list-style-type: none"> <input type="checkbox"/> Which different target groups could benefit from your solution and how are they characterized? <input type="checkbox"/> Which kind of problems do you solve and where is the fit between them and your solution?
III. The Market	<ul style="list-style-type: none"> <input type="checkbox"/> Describe current market characteristics. <input type="checkbox"/> Market size? <input type="checkbox"/> Competitors and their competencies? <input type="checkbox"/> Trends? <input type="checkbox"/> Do you have a proprietary technology that's at least 10 times better than any competition? <input type="checkbox"/> Do you have patents? <input type="checkbox"/> What are your customers?

IV. The System	<input type="checkbox"/> Construct a map depicting all relevant actors <input type="checkbox"/> Make sure to illustrate the relationship and resource flow between all actors
	<input type="checkbox"/> Give more detailed information: <ul style="list-style-type: none"> ○ Turn your proposition into a concrete offer: <ul style="list-style-type: none"> ▪ variations ▪ price model ○ Target groups <ul style="list-style-type: none"> ▪ How do they get to know your offer? ▪ How do you increase customer loyalty? ▪ How do they get access to your offer? ○ Creating your solution <ul style="list-style-type: none"> ▪ Which are your core competencies? ▪ Where do you need partners? ▪ What are the main resources? ○ Cash model: <ul style="list-style-type: none"> ▪ Payments-in ▪ Payments-out
V. The Team	<input type="checkbox"/> Names of our team members. <input type="checkbox"/> Position of our team members. <input type="checkbox"/> Professional background and experience of our team members. <input type="checkbox"/> Motivation of our team members. <input type="checkbox"/> Contact details of our team members.
VI. The Proof	<input type="checkbox"/> Explain your market entry strategy. <input type="checkbox"/> Give examples of traction if you already have some. <input type="checkbox"/> Show us which parts of your business development plan have already come to fruit.
VII. Finance Plan	<input type="checkbox"/> Which value will we generate in 5 years? <input type="checkbox"/> Create a business development timetable with all relevant milestones. <input type="checkbox"/> Lay out your pricing strategy. <input type="checkbox"/> State your customer acquisition costs. <input type="checkbox"/> Illustrate your cost structure. <input type="checkbox"/> How much do you need, what do you give?

Note:

- Grey boxes mark the areas in which you have already created some content – please integrate the Teaser Pitch Deck into the Comprehensive Pitch Deck.