

Presentation format for the Social Innovation Competition at APSEM 2020

Key points

- a. The presentations for the Social Innovation Competition has to be sent in a PPT format to apsem2020@gmail.com with the subject: SIC_APSEM2020_(Your company name) latest by end of 30th of November, 2019.
- b. The following points are a basic framework for the information to be sent, however the applicants may feel free to attach any other relevant documents.
- c. Use high quality or clear pictures of your product, pictures from the field, pictures of your team, flowcharts to explain your business model, relevant cartoons, etc
- d. Leverage the Smart Art feature from Power Point to include lists, tables, flowcharts, processes, graphs, growth.
- e. Use bullet points and very short sentences. Don't be verbose.
- f. Get all your spellings right.
- g. Use font size 16 or below.

Framework for the slides

1. The master slide:

- a. Include your logo in the master slide so that it shows up on all your slides in the exact same place. The logo is most commonly placed in the top right corner.
- b. Do not forget page/slide numbers! Use auto generated slide numbers. These are best placed at the bottom left corner.

2. Slide 0

The title slide: Yes, there is a slide 0! This might be an obvious slide, but getting all the required info here is crucial.

- a) Company name with logo: We would like to see the registered name of the company/organization (if you have one) and the date, month & year of registration. If you want to be known by a brand rather than your registered company name, then include your brand as the main name, and the registered name of your company under it.
- b) Contact details: Include contact details on both the first and last slides. Include your name, email address, and website URL.

3. Slide 1

This slide deals with your problem statement and its social impact potential

- a) Problems: Here is where you talk about the problem/gap in the market that you have turned into an opportunity and designed a solution for.
- b) Explain the nature of the problem and quantify the details wherever possible.
 - a) What is your market potential?
 - c) Use charts/statistics/pictures.

4. Slide 2

Company overview This is the first look at your company – a summary of your innovative solution to the above problem!

- b) Describe your company in two to three lines, explaining how it addresses the identified problems.
- c) State the vision you have for your company: This is a big picture statement, but shouldn't be too general like 'eradicating poverty from the world.' It should be specific to your product and your target segment, such as "Ensuring reliable and affordable supply of irrigation water for small and marginal farmers."
- d) State your mission statement: This is a more tangible version of your mission statement, and usually has a timeline attached to it, which should be in line with the investment horizon. For example: "In five years, we intend to reach 100,000 small and marginal farmers across Arunachal Pradesh in partnership with stakeholders such as distributors, farmer cooperatives, agriculture universities, and non-profits." This gives a good idea of the scalability of your enterprise model.
- e) Clearly cite your target customer segment – for example, farmers with less than one acre of land, or, expecting mothers in low income settings etc.
- f) The social impact created by your enterprise should be highlighted in this slide.

5. Slide 3

This slide deals with your designed product or services.

- a) Product Details:
 - i. Describe your main products including their purpose and pricing.
 - ii. Show pictures of your products.
 - iii. What stage is the product in: R&D or prototype or clinical testing or commercial rollout already done.

- iv. Mention any patents that you have or intend to file.
- b) Service details:
 - i. If you're a service business, describe your offering including your distribution model (how your offering reaches your customers).
 - ii. What stage is your service in: pilot planned or successful pilot complete or already generating revenue.
 - iii. Show pictures from the field.

6. Slide 4

This slide is about your business model.

- a) Implementation/execution strategy:
 - i. Startup successes are all about great Execution. Use this slide to demonstrate that you've thought through your go-to-market strategy, distribution strategy, on-ground partners, customer awareness, etc.
 - ii. Mention any existing or prospective business partners.
- b) Revenue streams:
 - i. Businesses often have two to three diversified revenue streams. Mention your revenue channels in this slide.
- c) Cost structure:
 - i. Highlight your main costs – COGS, manpower, sales, marketing, business development, R&D, etc.
 - ii. Also describe how cost structures will get optimized with scale.

7. Slide 5

Unit economics (in tabular format)

- a) Define your unit first – is it a clinic, a training centre, or a hub-spoke cluster?
- b) Unit economics are especially important in brick and mortar social enterprises – if your unit economics don't work right now, then you will find it extremely hard to make it profitable at scale as well.
- c) Unit economics can give you a good way of measuring profitability later – that is five out of 10 training centers have achieved break-even in six months each.

8. Slide 6

Progress and Execution (pricing, distribution, financing) is often the main risk in social enterprises, so the more you've already implemented on the ground, the better. Use this slide to show how far you've come, perhaps without much marketing budget. Cover the following:

- a) Pilots done/milestones achieved.
- b) Progress made on product development (if any).
- c) Number of customers served till date/products sold till date.
- d) Key clients serviced/partnerships forged
- e) Pictures of operations/camps, etc.
- f) Hiring progress (team size).

9. Slide 7

Management and advisory team

Many entrepreneurs like to have the team profiles come right upfront in the presentation, which is totally fine. We recommend it coming at this juncture though.

- a) Core management team profiles (in bullet format):
 - i. Add picture of each team member.
 - ii. Name, designation, role in the company.
 - iii. Previous work experience – number of years and main companies worked at.
 - iv. Educational qualifications.
- b) Current team size and future hiring expectations.
- c) Advisory team names and roles.

10. Slide 8

Testimonials/awards/recognition in the press (if any)

- a) Include awards, press mentions and add pictures/logos of awards (if any).

11. Slide 9

Scale up plan: This is where you put your vision and mission into tangible metrics. How do you plan to scale the company in a one-year, three-year, and five-year timeframe?

- a) Expansion of service/product offerings.
- b) Include graphs of operational growth and financial growth. For example, number of centres, revenue growth, EBITDA growth highlighting breakeven point, etc.

12. Slide 10

Financial projections

- a) These should reflect the above scale up plan.
- b) P&L for five years including main operational assumptions (example: number of centres launched), revenue lines, total revenue, COGS, gross profit %, main cost heads, EBITDA %. This should also show when the business as a whole will break even.
- c) How much capital the promoters have put in a business + How much total capital has gone into the business.
- d) Funding requirement use of funds in a tabular format. This will also determine what kind of capital you need to raise (equity or debt or other instruments).

13. Slide 11

Challenges/risk and mitigations This is an important slide that entrepreneurs often don't realise they need to have. While you're obviously selling your and the company's story, it is important to show investors that you're realistic about the on-ground situation, you realise what the risks and challenges are, and you've thought about how to mitigate them.

- a) Mention four to five biggest micro and macro risks. For example, lack of financing partners for your product, or regulatory landscape (be specific).
- b) We recommend using a tabular format with the challenges/risks on one side, and your idea for mitigating/hedging against them on the other.

14. Slide 12

The proposed implementation plan for Arunachal Pradesh: In this slide we expect a proper strategy of how the entrepreneur plans to execute or replicate it in the state of Arunachal Pradesh.

15. Slide 13

Thank You!

- a) A call to action sentence is a great way to wrap up your presentation. For example, "Support us to educate 100,000 low income students in the next five years."
- b) Same contact details as Slide 0.