

# SK

SKEMA BUSINESS SCHOOL

## THE PITCHED BUSINESS PLAN

**skema**  
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)?*

## Checking the 14 slides

### ✓ 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?*

## Checking the 14 slides

### ✓ 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 !)*