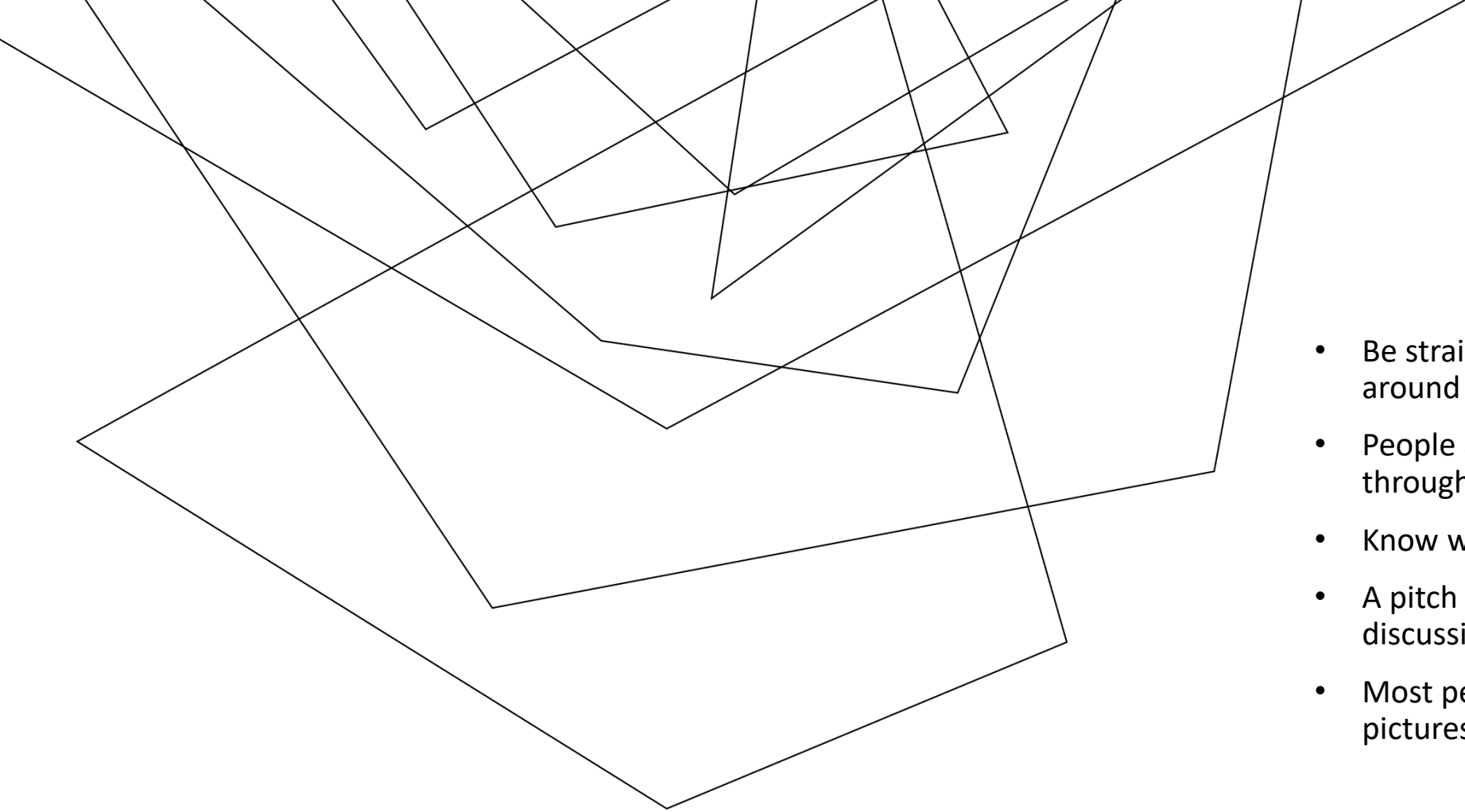


- 
- A series of thin, black, overlapping lines forming various geometric shapes like triangles and polygons, creating a complex, abstract pattern in the upper left portion of the slide.
- Be straight to the point, don't dance around
 - People are emotional, get their attention through storytelling, key stats to support
 - Know who your deck is for and customise
 - A pitch is to arouse interest for follow up discussion
 - Most people do not like reading words, if pictures work, always picture.

PITCH DECK

ABOUT US

At HKMU, we create and transfer knowledge to future leaders, equipping them with creativity, technical knowhow, and important social networks, to jumpstart their life long adventure.

(One sentence to highlight your idea/solution/model/tech and unique value)

ELEMENTS THAT SHOULD BE INCLUDED

MARKET GAP

Explain the problem you have identified with clear unmet market needs

Why this unmet market demand exist? E.g. Change in new gov policies, laws, customer behaviours, major players' movement or inefficiency of the current practice etc.

CUSTOMERS

Customer identification, what are they currently doing to address the problem. what is still missing

FINANCIALS

Current market size of this problem, how much people are currently spending. Be focus and realistic to the problem you articulate. Set clear quarterly milestone along with figures to your plan

COSTS

What is this problem costing the customer currently with the existing solution. Tangible value of your proposal bring to the customer.

PROBLEM / PAIN POINT

ELEMENTS THAT SHOULD BE INCLUDED

SOLUTION

CLOSE THE GAP

How does your solution close the gap, how is it different from the current solution, why does it matter

TARGET AUDIENCE

Clear identification of your target customer, including population, demographic, spending power and potential growth

COST SAVINGS

Monetary, efficiency, human resources, safety, compliance, etc.

USER EXPERIENCE

Why will user choose your solution? Easy to use? Improved efficiency/performance?



ELEMENTS THAT SHOULD BE INCLUDED

PRODUCT/SERVICE OVERVIEW

(be mindful of consistency of the business logic mentioned in “Solution”, best to support with live case)

BARRIER OF ENTRY

Patented technology or design, little or no/low competition in a niche market, user loyalty, first to market, business networks...

VERIFICATION

Trial conducted, user feedback (present a balanced view, goods and bads from users, and how you tackle negative feedback by improving your product/services)...

CONFIDENCE

Involvement of field expert currently or in the roadmap, partnership or spinoff from institute...

BUSINESS MODEL & SALES STRATEGY

MONEY

Explain how revenue is generated (e.g. SaaS, product sales, service fee, project based, if possible, always emphasis recurring revenue) with identified timeline, why your customer will pay

MARKETING & SALES

Explain how the product/service will be introduced to the target market, distribution channels, costs, profit margin (Go for achievable realistic figures instead of fluffy big)

OUR COMPETITION

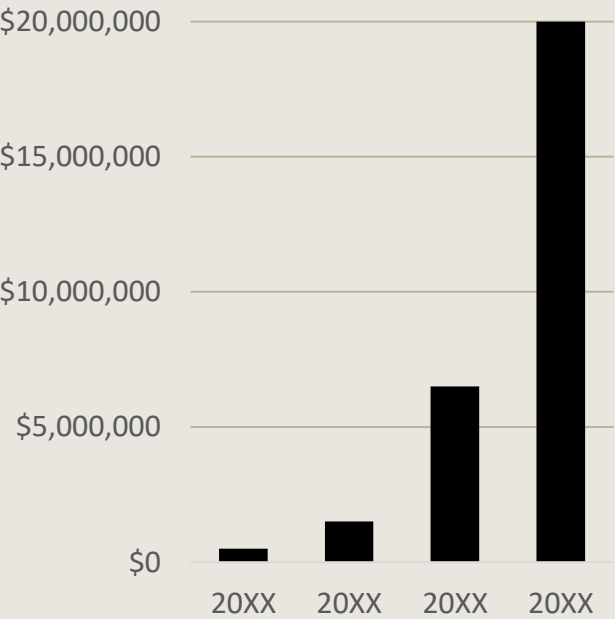


TRACTION

(HISTORICAL FINANCIALS AND MEASURABLE SUCCESS E.G. NO. OF USERS, PARTNERS, RATING)

	Customer	Gross Revenue	Total Costs	Net Profit
20XX	1000	\$1,000,000	\$500,000	\$500,000
20XX	2500	\$2,500,000	\$1,000,000	\$1,500,000
20XX	10000	\$10,000,000	\$3,500,000	\$6,500,000
20XX	30000	\$30,000,000	\$10,000,000	\$20,000,000

PROFIT BY YEAR



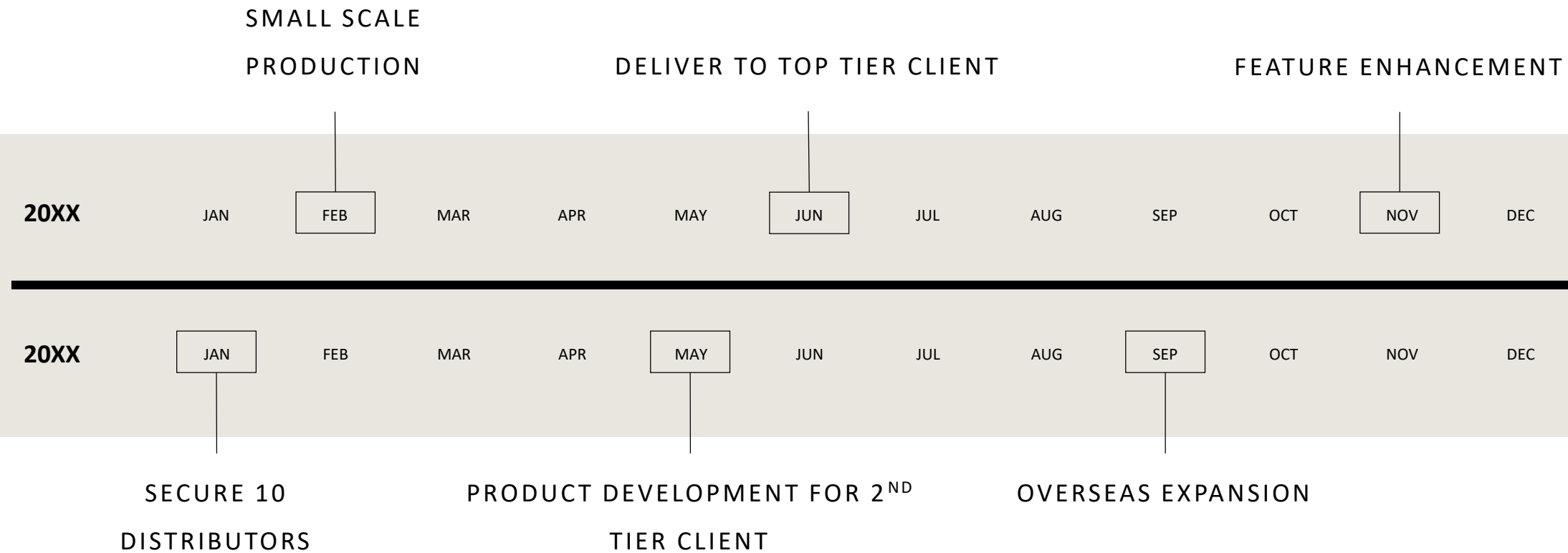
FINANCIAL PROJECTIONS

May combine Traction and Financial Projections in one slide & go for the achievable realistic target instead of fluffy big number

	Year 0 Historical	Year 1 Projection	Year 2 Projection
INCOME			
Users	50,000	400,000	1,600,000
Sales	500,000	4,000,000	16,000,000
Average price per sale	75	80	90
Revenue @ 15%	5,625,000	48,000,000	216,000,000
GROSS PROFIT	5,625,000	48,000,000	216,000,000
Expenses			
Sales & marketing	5,062,500	38,400,000	151,200,000 70%
Customer service	1,687,500	9,600,000	21,600,000 10%
Product development	562,500	2,400,000	10,800,000 5%
Research	281,250	2,400,000	4,320,000 2%
TOTAL EXPENSES	7,593,750	52,800,000	187,920,000

ACTION PLAN AND GROWTH STRATEGY

At least quarterly milestone & good to break it into product development & business



MEET THE TEAM (ONE OR TWO KEY RELEVANCY)



DARTH VADER

Chief Executive Officer

Relevancy: Academic,
past experience, skill
set, network



CAPTAIN PHASMA

Chief Operations
Officer

Relevancy: Academic,
past experience, skill
set, network



R2-D2

Chief of Engineering

Relevancy: Academic,
past experience, skill
set, network



C3-PO

Chief Marketing Officer

Relevancy: Academic,
past experience, skill
set, network

INVESTMENT & FUNDING

Looking for

\$1,000,000

ANGEL INVESTMENTS

How this amount is to be spent and how it will help the business to grow in the next xx months

For

X%

SHARES

+

Target Valuation

- Next round of funding
- Time frame
- What is it for

What is your target achievement from 1,000,000 angel investment to support your next round of funding?



SUMMARY

At HKMU, we believe human capital is the fundamental resource for the city's future development. By providing state of the art facilities and a vibrant learning environment, we have successfully nurtured skilled talents, entrepreneurs and leaders over the past 35 years, with your support, we look forward to embark on a rapid expansion journey in the next 35 years. Together, we can contribute to the continued growth and success of our beloved city.



THANK YOU

Darth Vader

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