

## THE INNOVATION PACKAGING SYSTEM – USER GUIDE LINE

These guidelines apply to the Innovation Packaging System and most specifically to its **presentation template**. They are meant to provide general information about the questions and issues, which are of importance to a prospective investor possibly looking to invest his resources in an innovation venture.

### ***Presentation template***

Below is a summary of what an investor may look for in a company or entrepreneurial team that comes for funding and business growth assistance.

Most investors listen with an open mind to what is presented and try to post relevant questions to understand everything well. However, in the back of his mind, an investor tries to assess what level of maturity the innovation has in three key dimensions:

#### ***1. Does the Product / Service generate genuine value (emotional or monetary) to the user by addressing/solving a relevant complication***

- » Is it innovative and suitably unique?
- » Does it have the ability to disrupt, i.e. become a major new force / player in the market?
- » Can it reach it's intended market in a clever way, i.e. is there a way to build a user and/or business community around the core?
- » Are there clear and viable ways to earn revenue through the offering?

#### ***2. Is there a solid plan for success?***

- » How will the Product / Service actually reach and attract users and customers?
- » When new users/customers are presented with the Product/Service: What will make them interested?
- » After trying, what will make them remain customers?

- » If they stay with the Product/Service, how is a continuous revenue stream best secured from the customer base?
- » Is there a development roadmap to support the plan?
- » What market forces, especially competing / complementing / replacing Products / Services, and trends, need to be considered and how?
- » What key risks have been identified, and how to minimize their likelihood and impact?
- » How do the budget and resources look to support the plan?
- » What effort will the plan require, what resources and what revenue scenarios can be estimated (and at what likelihood)?
- » What financial buffer is needed and when, and how should it be arranged? How much from investors and when?
- » What is the future expectation of the innovation and what is the ambition of the innovators/founders.

### **3. Which is the team to drive success?**

- » Who are the founders and other key individuals involved, and what do they bring to the table?
- » What should the Board and Management Team look like, in order to maximize chances of completing the business plan successfully?
- » What should investors bring to the table in addition to funds?

The presentation template is structured to systematically address the questions above in logical sequence. It is not a simple task to fully answer all the questions above, nor is it practical in all cases. Situations may vary substantially and depending on innovation and business entity the emphasis on the main questions may vary. However, it is important to realize that the above all three dimensions need to be covered at some level of detail.

When using the template to prepare a presentation it is well to keep the following in mind:

- Be as brief as possible, yet cover all the issues that are likely to be of interest to the investor and for which you have relevant information, answers or plans.
- Avoid lengthy discussions on technological or other details and theoretical reasoning. However interesting, such material may be included in "Supporting Documents".
- Cut to the core and include only what is needed to drive home the main message.

- Generously include graphic elements such as graphs and pictures to illustrate your presentation. Not only do they improve readability, but these elements also add to the clarity and detail of the presentation in addition to providing excellent anchoring points for questions and discussions.
- Do not expect to prepare a complete presentation at once. Most teams have started from an innovative technology perspective to plan their Product / Service, and only later come to address the questions that investors may ask.
- Try to cover the bullet points in the template to the extent you can and add further items to present, as you see relevant to your particular situation and as it evolves. Do not hesitate to disregard bullet points that are of no relevance to the case at hand.
- Most investors are likely to highlight areas to further dig into and improve. This gives a chance to improve and expand the presentation and come back with additional information later.
- The preparation of a presentation of this kind is an iterative process and it will take a few rounds to get it to a point where it provides the optimum message to an investor.

### ***Teaser***

The **teaser template** serves as an aid in designing an informative “snap shot” of the Innovation and the team behind it. It is an important marketing tool in situations where one is not allowed the time nor the space to make a full presentation. When prepared with care it is a valuable part of a communications tool box.

### ***Supporting documents***

The document presents a list of such documents that could be of importance as additional background- or supporting information. These documents may be utilized as appendices to the main presentation and as specific information in e-mail correspondence and other forms of communication with investors, authorities and other interest groups.