

# Think Beyond

*The Innovation Accelerator*

**Your name and email here**



# Introduce the Vision / Mission

Imagine a world where [*and here describe your vision*]

At [*company name*] we are [*describe what you are doing to create this vision*]

My name is [*your name here*] and I represent the team at [*your company name here*]

# The Problem

In a few bullets, describe the problem you are solving, in terms of impact

- *Economic*
- *Human health*
- *Environmental*
- *Etc*

Use pictures or charts and not many words. List references to the sources of your data.

# The Solution

In a few bullets, describe your solution, which may be a service or a product. Make sure this is not a wall of text.

The description should be in terms of customer needs, not a technical description or a patent disclosure.

It can also describe customer benefits.

What is your unique differentiation, in terms of customer benefits

# The Market Opportunity

In a few bullets, or graphs, describe the target market. The target market should connect to the Problem.

- *Geography (global, regional or local)*
- *Market size and Total Addressable Market (TAM)*
- *Use market size numbers in US\$ or €*
- *Market dynamics – growth, regional or global expansion, other relevant dynamics*
- *List sources of your data*

# The Customers

In a few bullets, describe the target customer. You must be specific.

- *Geography (global, regional or local)*
- *Market segment represented by that customer*
- *How will you reach these customers (channels)*
- *Approximate size of the specific market segment*
- *Customer acquisition – direct? Through partners? describe*

List sources for your data.

# The Technology

This is where you describe unique technology differentiation, if you have such. List patents (existing or applied for), innovative materials, innovative processes or other important traits of your innovation.

How is this innovation unique? First of? Only of?

# The Competition

In a few bullets, describe the competitive landscape. Make sure you cover all aspects of your competition: global, regional or local.

- *Geography (global, regional or local)*
- *Market segment dominated by that competitor*
- *How will win over the competitor – what are your strengths*
- *Competitive landscape dynamics – expected changes in the market size, emerging or declining trends, etc*

List sources for your data.



# Business Model

In a few bullets, describe how your business is structured, how you will reach the customers, how will you make sales and how you will generate revenue. Be concise but specific.

- *Geography (global, regional or local)*
- *Sales channels? Distribution?*
- *Customer acquisition, marketing*
- *Strategic Partnerships that can help you reach the customer*

List sources for your data.

# Financial Projections

Simple but realistic! You need to demonstrate that this is a revenue-generating business even if it starts out with a loss.

Use graphs and charts.

# The Ask

Keep it simple. What is your ask from investors?

- If venture funding, explain how much you need, over what period of time
  - How will the investors make they money back?
  - How will they profit and over what period of time?
- If a grant, explain your impact on the environment, human health etc
  - How do you measure that impact
  - Over what period of time
- If strategic partnership – explain why someone should partner with you and what they will gain from that