

# Center for Technology Commercialization

Institute for Business & Entrepreneurship  
University of Wisconsin System

## Ideadvance Stage 1 Application Deck Tips



## Do This...

**Make a compelling case for how Ideadvance programming and funds can help you move forward on your business model development.**

## Don't Do That...

~~**Investor  
Pitch**~~



# Explaining Your Business Model Learning Goals

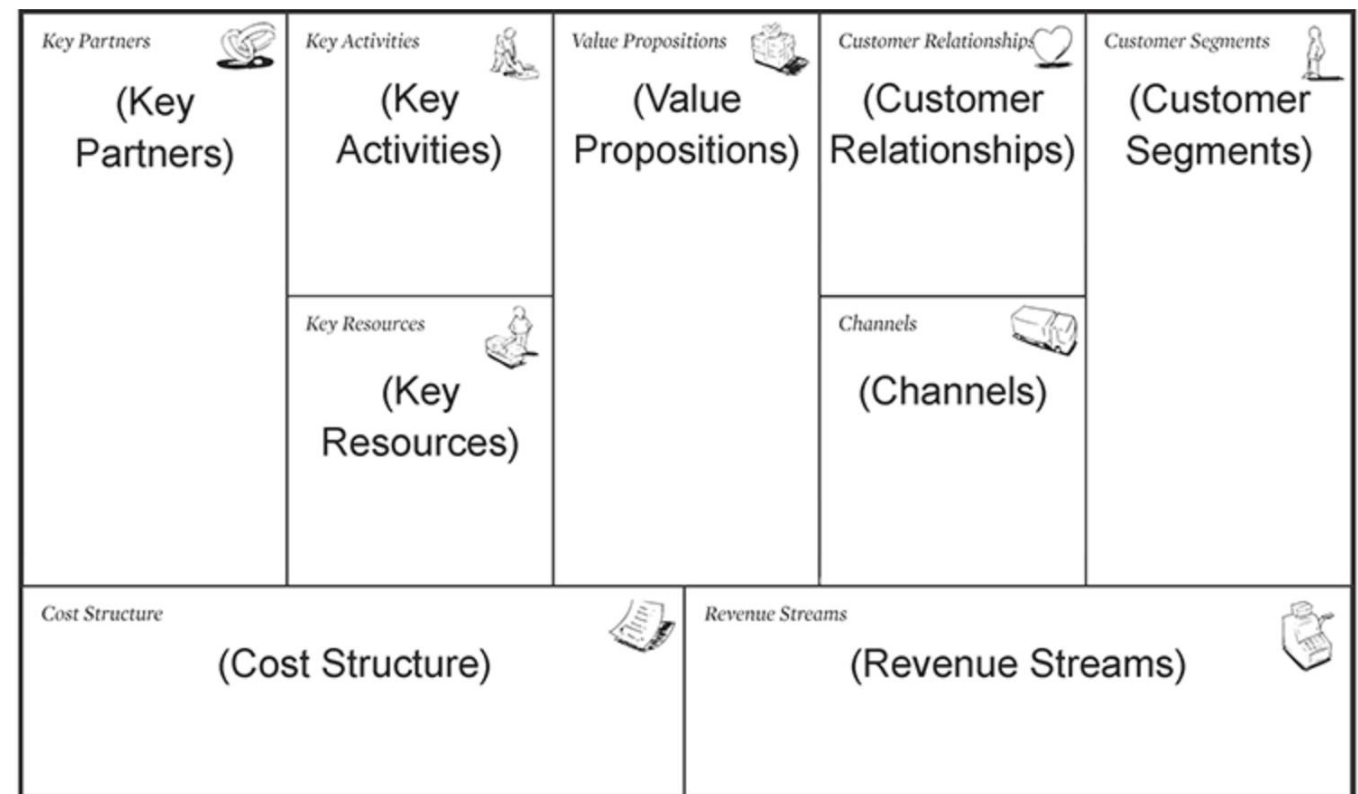
## The Ieadvance application asks for you to:

- Explain why your innovation matters to address a problem or unmet need
- Highlight what insights you already have in the business model and what learning & experiences inform your base knowledge
- Identify how you envision Ieadvance can help you learn, prioritize, & de-risk your commercialization approach for an innovative business model and/or innovative product/service.

The following slides present a recommended template for creating a competitive pitch.

**A narrated video of your pitch is required. It should not exceed 7 minutes!**

## Business Model Canvas



The pitch deck calls out elements of the [Business Model Canvas](#). Let the [Ieadvance Concierge](#) help you translate your ideas into a competitive pitch.



# Company Overview (1 slide)

Include the following:

Include your company logo and image of your proposed solution if you have them.

Company Logo

Picture of Solution

## Short Proposal Title

**Stage 1 Track:** List either Small Business Innovation OR Partnered Innovation.

**Company Overview:** In 1 to 3 sentences, concisely state your core value proposition. What unique benefit will you provide to what set of customers to address what need?

**Your Goals for the Program:** In 1 to 3 sentences, highlight your overall aim for this program/funding to move your business model.

- Do you have a customer target or revenue goal in mind?
- Will you need to submit proposals for technical research?
- Will you need a technical or commercial partnership in the next 6-12 months?

Overall, what critical learning objective(s) will get your innovation & business to a new growth goal OR will help you decide to not move further within the next 6-12 months? How can Ideadvance learning support those outcomes?

**Team:** In 1 sentence, describe your team's ability to commit to programming and to move the innovative idea/process forward to market.

# Problem & Solution Statements (1-2 slides)

Consider the following points as you put together this slide and write the corresponding narrative for your recorded pitch.

## **Problem or Unmet Need:**

- Who is having the problem?
- What specific problem are they having that your product or service addresses?
- How big is the problem? Can you quantify its significance in any way?

## **Your Solution & Value Proposition:**

- Briefly describe your product or service.
- How does it address the specific problem you identified?
- What benefits do you expect your solution will bring to the people having the problem?

## **Tips:**

- Use images and illustrations to describe the problem and solution.
- Hook the reviewers by helping them envision someone who is having the problem.

# Customer Segment & Market Opportunity (1 slide)

## Target Customer Segment:

- Who do you think will actually buy the product? It's possible the **paying customers** will be different than the end-users identified in the previous slide.
- What benefits (value proposition) do you expect to bring to these customers?
- Include your thoughts on how you might reach this segment to commercialize your product.

## Market Size:

- Based on the customer segment you identified, how big is the potential market?
- Estimate the size of the Total Available Market (TAM) and the Serviceable Available Market (SAM).
- Tell us how you anticipate Ideadvance participation will provide insight into your Serviceable Obtainable Market (SOM).

## Tips:

- Highlight any steps you have taken to understand potential customers – discovery interviews, demos, pilot programs, etc.
- Highlight any Ideadvance learning objectives you might have that focus on customer segments, value propositions, and market attractiveness.
- Consider using market sizing images to highlight the market opportunity (size).

# Competition (1 slide)

## Competitive Landscape:

- There is ALWAYS a competitive offering.
- Identify competitive solutions that are currently available on the market.
- Don't ignore non-commercial solutions. What status quo or 'band-aid' solutions are people using to get by?
- How does your solution address an unmet need or provide a significant gain to customers?
- Why would customers choose to switch to a new product or service?

## Competitive Advantage:

- What unique characteristics do you offer that give you an advantage over competitors?
- Do you have intellectual property that is or can be protected?
- Identify any barriers you envision you have that will fend off competition.

## Tips:

- Address how Ideadvance might help shore up your competitive position.



# Operational Elements & Benefits (1-2 slides)

Highlight areas of operational innovation that could give your business a competitive advantage and anticipated areas of Ideadvance learning.

## Distribution Channels, Key

### Partners, Key Resources:

- How do you think your product will fit into the sales ecosystem once it is ready to sell?
- How do you envision getting it into the hands of the buyer?
- What is the potential distribution path?
- What types of partners do you think you will need?
- Share what you know about the above areas, and tell us what you expect to learn about them.

## Revenue Streams:

- List potential Revenue Streams that are likely outcomes for your Ideadvance learning.
- Highlight potential competing, parallel or sequential strategies that might be innovative and/or a focus of your learning.
- At this stage, applicants are not expected to outline a detailed Cost Structure. Generally list areas of cost and expect to discover more throughout the Ideadvance program.

## Tips:

- Use images or illustrations to quickly describe customer and/or sales ecosystems that might be impacted by your innovative approach. Identify where you fit either today or in the future.



# Partners (for Partnered Innovation Track applicants, 1 slide)

Partnered Innovation Track applicants are likely to have deep technologies or innovations with more technological risk than Small Business Innovation Track applicants. If you are applying for the Partnered Innovation Track, explain your partnership need, and highlight your Ideadvance learning intentions on this slide.

## Partnership Engagement:

- Describe your engagement or planned engagement with an external partner aimed at customer acquisition for scalable growth.
- How will you vet synergistic partnership goals for acquiring customers?
- An ideal outcome of this track is a move towards a pilot or fully executed partner agreement.

## Partnership Milestones:

- Partnered Innovation Track applicants should include at least one milestone that directly relates to partnership development in the business model.
- See slide 11 regarding project milestones.

## Tips:

- Hired consultants are NOT considered partners for this program.
- Good candidates for this track are likely to pursue follow-on funding through a partner strategy, grants, contracts or equity investment, and therefore, focus Ideadvance learning objectives toward that end.

# Impact Goals (1 slide)

Identify up to 3 impactful objectives where Lean Startup/Ideadvance programming and funding will help you reduce risk, commercialize and scale.

## Set Goals to Reduce Business Risk:

- Lead the reviewers through the priority commercialization risks you identified in previous slides.
- Identify critical questions to ask and resources needed to achieve your objectives.
- Examples of typical Stage 1 risks include customer segmentation & defining quantifiable value propositions, partnership needs and operational and/or technical barriers for partnerships, strategic revenue models for attracting customers/partners and/or reducing technical risk

## Suggested Template:

*In 6 months, [Company] will focus on de-risking \_\_\_\_\_.*

*Three critical objectives are:*

*1. State Objective 1*

*Highlight why it is important for business model, scaling and/or funding.*

*2. State Objective 2*

*Why is it important for...?*

*3. State Objective 3*

*Why is it important for...?*

## Tips:

When possible, use images, figures and other graphics to illustrate impact goals.

# Project Milestones (1 slide)

Propose distinct milestones that you prioritize for accomplishment during your Ideadvance participation.

## Success Metrics:

When possible, include metrics and goals to be achieved by successful completion of the project.

Examples:

- Customer interviews in specific segment
- Securing a pilot customer
- Securing a revenue benchmark
- Submitting a funding grant
- Applying for/acceptance into an accelerator
- Number of investor pitches
- Securing round of funding

## Your Plan:

Highlight your plan to identify and interview customers.

- Will you attend conferences?
- Do you have a LinkedIn or digital outreach strategy you will trial?
- Do you have a team with advisors/mentors that are connected in your spaces?

## Tips:

- Milestones are presented well in a Gantt Chart or other timeline/process flow figures.
- Partnered Innovation Track applicants should include at least one milestone that directly relates to partnership development in the business model.

# Team and Advisor Qualifications (1-2 slides)

Identify qualifications of team members or advisors with unique connections or experiences that will help make Ideadvance successful.

**Eligible Applicant (UW Affiliated Person):** Identify specific individuals who make your business eligible for Ideadvance. If NOT a founder or key decision maker, highlight how the company and eligible applicant benefit from this engagement.

**Key Team Members/Partners:** List key team members' experience and skills that will directly relate to their role on this project. How do they uniquely position your team to execute on the idea?

**Business Mentor:** Identify a current or possible business mentor who will guide you in your Ideadvance efforts.

**Contributors:** List current or potential advisors that may help you throughout the program and into commercialization. Highlight their background and how their expertise will advance commercialization activities.

**Succinctly address your team's plan for managing time.** Is there a single person (or several people) designated to complete Lean Startup training and customer/industry interviews? How do you envision utilizing time towards completing Ideadvance goals?

## Tips:

- Convince the committee that you have a capable team willing to commit time to the hard work of business model discovery.
- Use logos and other images to describe team's key affiliations.

# Planned Use of Ideadvance Funds (1 slide)

## Budget Justification:

- Carefully evaluate your business needs throughout Ideadvance and provide justification for your funding request.
- Highlight goods and services to be purchased and associated costs.
- Relate proposed expenditures to milestones.
- This slide is not intended to be a formal financial statement. Instead, provide a narrative or bulleted list of proposed expenditures.

## Award Amount:

- Base your budget on the Stage 1 track you selected. You can apply for up to \$15,000 for the Small Business Innovation track and up to \$25,000 for the Partnered Innovation track.
- Not all teams need the full amount. The Investment Committee will evaluate the proposed needs described and associated plans for funding.
- **Note that all teams use \$500 of their award towards Lean Startup. Please build this fee into your costs.**

## Tips:

- Use a table to quickly describe your planned use of Ideadvance funds.
- Strong applications clearly relate the use of funds to project impact goals and milestones.



# General Comments & Examples

As you prepare your slides and recording, keep the following in mind.

- Address how Ideadvance helps you work through business model risks for go/no go decisions.
- Even if you have significant experience, highlight **ONLY** the areas of opportunity and Ideadvance learning for your innovative approach and the stage you are at.
- The Investment Committee is more interested in how you prioritize learning and if you have or will need a strategy for relationships that give you a competitive advantage and/or reduce risk in the innovation and/or path to market.

## Examples of Winning Applications from Previous Cohorts:

- Check out the recorded pitches below.
  - AdventureCast:  
<https://www.youtube.com/watch?v=brRjI8pWOf8>
  - Pill Skills  
<https://www.youtube.com/watch?v=HtOyi3mibvE>
  - Unytus  
<https://youtu.be/0C0G0oZZTws>
- Note that the time limit has been reduced since the above pitches were submitted. **You are limited to 7 minutes or less for your recorded pitch.**

# Quotes from Last Year's Investment Committee

- *Interesting idea, but it is unclear who the target buyer for the product is at this point.*
- *This appears to be a solution in search of a problem. It may be helpful or useful, but what tangible problem does it address and how will it improve outcomes?*
- *The proposal did not explain the value proposition beyond potential competing products. I don't understand the additional benefit the product will provide.*
- *I am concerned about the lack of competitive analysis.*
- *Market size and scope is poorly described*
- *It appears that this founder is looking exclusively for funding, not customer discovery/lean startup methodology...Need to understand the milestones or outcomes from use of IdeaAdvance funds.*
- *This seemed more like an investor pitch. They didn't tell us enough about the business model.*
- *The video was too long and not concise.*





# Submit Application by July 21, 2022

## To Apply:

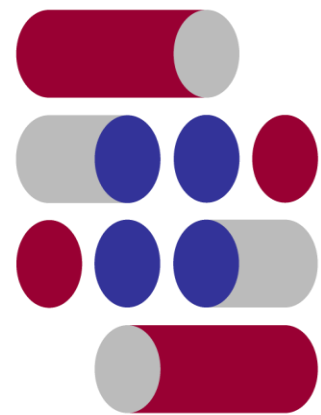
- See Application Guidelines on the Ideadvance page of the CTC website
- Submit through the Grant Application Portal
- Access to optional narrated pitch should be foolproof

## Review Criteria:

- Alignment of idea to mission and eligibility requirements of the Ideadvance Small Business or Partnered Innovation Tracks.
- Quality of market opportunity and competitive advantage
- Quality of solution
- Eligibility and ability of team to move idea forward
- Impact of milestones to advance efforts to reduce business risk and advance commercialization activities
- Impact of proposed use of Ideadvance funds to advance commercialization milestones
- Overall likelihood this idea offers a significant and competitive solution to customers
- Team commitment to Lean Startup training



# Is this a business that will make money?



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University of Wisconsin System



### Questions?

Book a meeting with an Ideadvance Concierge:

[uwideadvance@lists.wisconsin.edu](mailto:uwideadvance@lists.wisconsin.edu)



# Questions?



*Meet  
Idella Yamben*

Idella is a leader in the Wisconsin world of technology entrepreneurship. She will efficiently guide you through your journey and offer encouragement in your endeavors as well as in areas that you may not have considered. You will find that Idella provides a great deal of direction and care in helping you achieve your goals.

*Book A Meeting*

IDEADVANCE  
SEED FUND



*Meet  
Brian Walsh*

Brian draws upon this background to provide commercialization-focused assistance to Wisconsin innovators and technology-based firms. This includes counseling on business model optimization to prepare entrepreneurs for federal funding through SBIR/STTR programs and other funding mechanisms.

*Book A Meeting*

IDEADVANCE  
SEED FUND

Book a meeting with an Ideadvance Concierge:  
[uwideadvance@lists.wisconsin.edu](mailto:uwideadvance@lists.wisconsin.edu)

