Structuring and presenting a business idea

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Structuring and presenting a **business idea**

1. The problem
2. **The solution**
3. The market
4. The business model
5. The team

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1. The problem
   - Identify just **one** problem
   - Identify the **target**

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2. The solution
   - Technology
   - Expected benefits

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3. The market
   - Size of the market (quantity and value)
   - Growth rates
   - Competitors

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4. The business model
   - Pricing policy
   - Who is paying and why
   - Market penetration

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5. The team
   - Competences
   - Experience
   - Passion

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An example

- **Airbnb**:

https://www.slideshare.net/PitchDeckCoach/airbnb-first-pitch-deck-editable

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