

Daddy, when I'll get older I want to be Superman

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BNP PARIBAS

PRIMNEXT

ROBOPOLIS
leading robotics

SYROBO



NAVYA

ROBOLUTION
CAPITAL

alci
onics & robotics

BALYO



Fotokite



VISION

PRODUCT

ambition

impact

company

scale-up

embody

MONEY

TEAM

VISION

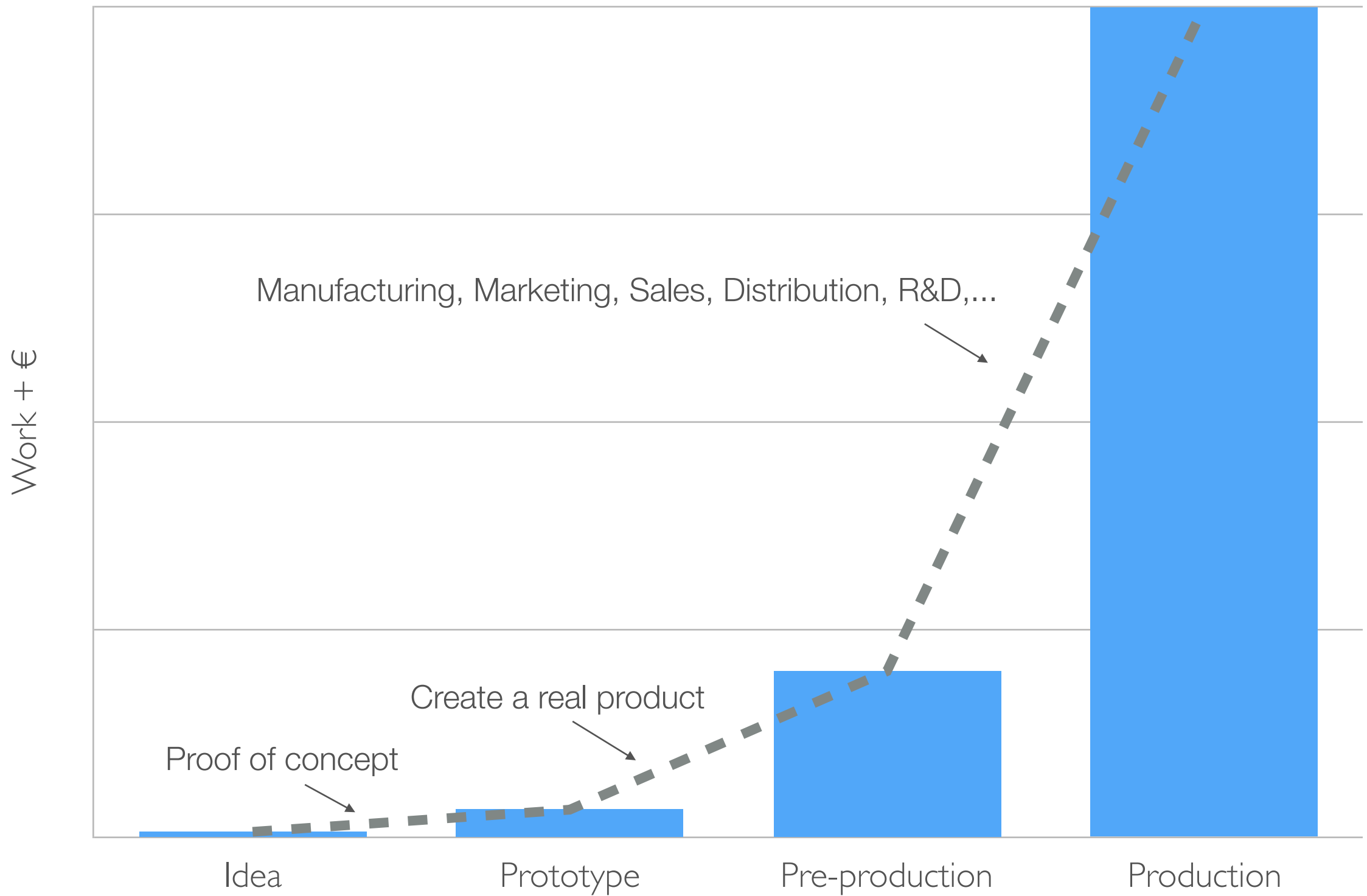
PRODUCT

Customer

MONEY

TEAM

What structure ?



Who can finance ?





How to get their attention ?

FIND & KEEP your customers

- ✓ What market(s) could your technology fit ?
- ✓ Identify the related **targeted customers**
- ✓ Network to get in touch with them in order to validate the need and your competitive advantage
- ✓ Involve them while designing your prototype
- ✓ Start early the discussion about **value proposition** and benefits
- ✓ **Test** your prototype with them through pilots to validate the technology and the business model
- ✓ Keep a **continuous dialogue** with them
- ✓ Be responsive to any feedback they have in order to adapt your offer
- ✓ Be reactive in your after sale process
- ✓ Understand the networks around your customers and be close to the different stakeholders, including competitors

ELEVATOR PITCH for investors



- ✓ You have 2 minutes
- ✓ Go to the point
- ✓ Get the attention in the first seconds by giving your vision statement
- ✓ Explain what problem you will solve and for who
- ✓ Describe what makes you so special and innovative
- ✓ If you are not alone, say it and talk about your partners
- ✓ Don't give data at this point
- ✓ Give your business card and ask for the same

BUSINESS PLAN for investors

✓ Who are you ?

- talk about your vision and your story
- how did you come to this idea
- talk about your team
- explain what makes you so special

✓ What is your market ?

- describe the problem you solve and the need you address/disrupt
- who are your customers, what is your relationship with them, how do you plan to keep it
- how will you reach them, what are your distribution channels, how will you use them and why this choice
- what is your initial commercialization strategy

BUSINESS PLAN for investors

✓ What do you do ?

- what are the activities, products or services you offer
- what are the value proposition and the benefits for your customers
- how do you go beyond the state-of-the-art compared to alternative solutions
- what is your roadmap, both technical and commercial

✓ How do you do it ?

- what are the key resources needed to operate
- are they internal or external
- what is proprietary
- what is your competitive advantage
- who are your key partners/suppliers, what do they do, do you have backups and at what costs

BUSINESS PLAN for investors

✓ What tells me you'll be profitable ?

- what is your current burning rate
- classify your expected costs between key resources and what can be outsourced
- how did you set-up those costs to justify the amount of money you want to raise
- what are your revenue streams and when are they expected (phasing)
- who is paying for what, explain your business model
- provide a clear spreadsheet of inflows and outflows with a comprehensive description of the underlying assumptions
- include the formulas because investors won't trust your figures
- make sure investors can easily « stress test » your BP
- what is your objective and who could buy out your investors

What mistakes to avoid ?

Know what's the core of your product

Don't confuse getting feedback with
convincing people

Be able to name failure in your
product development

Low burn rate does not mean you
have time to waste

Get to the « right » customer might
not be the first thing you need

Don't validate your customer
hypothesis with investors

Why not me ?



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