



Livery Academy Awards  
2022-23

Sample Slides

*Fill in slide with the following*

# Name and concept

- What is the name of your product or service.
- What is the broad concept of your idea?





Our team

*Fill in slide with the following*

Tell us more about your company and the roles you hold within it:

- CEO
- Chief Operating Officer
- Financial Director
- Product Designer
- Marketing Director
- IT & Communications Officer

*Fill in slide with the following*

# Our inspiration

- How did you come up with the idea?
- What is the need and how will it change lives?



*Fill in slide with the following*

# The benefits

- What are the key benefits of your product or service for society?
- What are the future possibilities?



*Fill in slide with the following*

# The market

- Who is your potential client base?



*Fill in slide with the following*

# Our competitors

- Who or what is the opposition?



*Fill in slide with the following*

# Development Strategy

- How will you develop the business?





# Commercial Forecast

- What is the expected 5 Year financial plan? Complete on the next slide - you may change the categories for income and outgo as you see appropriate



## Commercial Forecast

	Year 1	Year 2	Year 3	Year 4	Year 5
<b>INCOME</b>					
Investment Capital					
Subscriptions/Fees					
Advertising Revenues					
Other (if applicable)					
<b>Total income</b>					
<b>OUTGO</b>					
Marketing					
Staffing					
IT Development					
Capital Expenditure					
Premises					
Other (if applicable)					
<b>Total outgo</b>					
<b>Net Result</b>					
<b>Assumed Valuation</b>					

*Fill in slide with the following*

# Valuation & exit plan

- What is the overall return?
- How do you calculate your valuation?
- What is the exit plan?



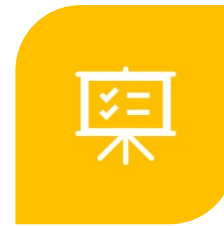
# Q&A



**YOUR PRESENTATION SHOULD NOT EXCEED 15 MINUTES.**



**IT WILL BE FOLLOWED BY A TEN-MINUTE Q&A SESSION INVOLVING QUESTIONS FROM THE JUDGES AND AUDIENCE.**



**YOUR SCORES WILL BE JUDGED ON THE BASIS OF YOUR TEAM'S PERFORMANCE IN DELIVERING A CLEAR AND FOCUSED PRESENTATION PLUS YOUR ABILITY TO DELIVER WELL-ARGUED ANSWERS TO QUESTIONS.**



**REMEMBER THAT JUDGES WILL DEDUCT POINTS FOR OVER-RUNNING.**