

2021 | Smartup™ Strategy Process



6 Modules - Concept to Launch

How to Prepare Your Startup Funding Campaign

In order to best prepare for a traditional funding, financing or fundraising campaign, certain planning elements need to be included in your formal business plan and presented by way of a industry standard "Pitch". The pitch deck is a quick 15 - 20 min presentation of your startup business goals and objectives supported by a more formal business plan document that provides details to support the content in the "Pitch".

Startups become **Smartups™** when the elements of these resources work seamlessly together demonstrating the knowledge of how to navigate formal processes and market expectations. **The Smartup Strategy Process™** was developed to provide the pathway to these answers and facilitate the creation of the required documents and marketing resources needed to move from concept to launch success.

- The 5 stages from concept (idea) to launch
- How to create a Pitch that inspires and engages potential investors and investment capital
- What you need to know today to accelerate your tomorrow
- A defined process leads to a best position scenario when followed and executed

KEY TAKEAWAYS:

- Identify the 5 core elements to a "Pitch Deck"
- Construct, prepare and build a business plan that supports your "Pitch"
- Leverage data science, market research and compelling case studies to engage investment

INTRODUCTION 2

THE IDEA & THE PROBLEM 2

Step 1 - The Idea 2

Concept Development 2

Steps to prove the idea 2

Elements to consider 2

THE TEAM

Step 2 - The Team 2

Why your team matters 2

THE PLAN 3

THE PITCH 3

THE LAUNCH 4

DETERMINE PROPER FUNDING 4

INTRODUCTION

The best way to **Smartup™** your startup or expansion is to gain knowledge about current potential investor and financing expectations and how those expectations need to be embraced and addressed while preparing your business plan and formal "Pitch".

The Process:

Step 1 - The Idea

Every great idea, concept or insight needs to resolve a specific problem that matters not just to you but to the customers you will be engaging. It is not good enough that people like your idea, great products are those that people love and must have. It is the combination of a great "idea" merged with a "great" product that motivates customers to become brand champions driving your smartup success and fueling growth - a key element investors look for when considering a potential **Smartup™** or startup company.

- **What is the idea and how does it solve a problem?**
- **Why is right now the best time to solve the problem?**
- **How many people are impacted by the problem?**
- **Outline specific data that expresses the severity of the problem.**
- **Describe the company's vision and objectives**
- **How big is the target market specifically, not general market cap data but a measurable subset if applicable.**
- **Are patents, copyrights, trademarks, trade secrets properly registered and the solution proprietary?**
- **Has the "Idea" been thoroughly monetized assessing potential impact and revenue generating opportunities?**
- **Are there any regulatory, licensing or permitting needs required to bring the "Idea" to the marketplace?**

Startups that **Smartup™** empower themselves for success and acceleration. Avoiding the formalities of the process, though daunting at times, can lead to extreme gaps in the business plan and reduce the impact value of the "Pitch". Learning the process, following each step thoroughly and creating engaging, compelling, accurate and authentic "Pitch" decks will best position a startup or smartup campaign to receive the attention and engagement it deserves.

Step 2 - The Team

The team you build will become the foundation to your growth and moves your startup or smartup to success!

Why Your Team Matters:

One of the key elements to a great business plan and "Pitch" is demonstrating why your team is uniquely equipped and talented to solve the problem and execute the idea, concept or insight. Strategically building a team that addresses common concerns of potential investors, banking institutions or investment firms relays confidence that your team can handle the journey ahead and navigate a smooth execution to market.

Team Member Requirements:

Team Members should possess specific expertise that demonstrates the ability to effectively execute your plan and deliver on your brand's promise. Core elements of a team should include:

- **Founder and Co-Founders (if applicable)**
- **CFO or Applicable Accounting Firm Support**
- **Marketing or Marketing Agency Support**
- **CIO and/or Qualified IT Professionals (as they apply)**
- **Business Development / Sales**
- **Legal Counsel**
- **Any other pertinent talent identified in your the plan this process will identify**

Step 3 - The Plan

Business planning, done right, can be tedious and time consuming. Because of the disciplined processes involved in business planning, many entrepreneurs and business startups avoid the rigorous requirements leading to gaps in the planning process, outdated approaches and investor skepticism. A properly developed business plan is essential if you want your startup or smartup taken seriously.

BUSINESS PLANNING THE RIGHT WAY!

Business plans that investors, banking institutions and venture capital firms review must meet certain expectations to be considered valid, worthy of consideration and demonstrative of your ability to lead the organization and accomplish your goals. It cannot be hype!

Step 4 - The Pitch

What makes a great pitch? The ideal pitch includes a great product that matters, a great team that can do the job and a great presentation that engages, motivates and inspires investment.

MULTI-MEDIA PRESENTATION

There are many elements that can be included in a formal "Pitch Deck" such as videos, infographs, power point or Prezi decks, marketing materials and a press kit. The key is whatever "Pitch" you develop - MAKE IT ENGAGING!

DO NOT CUT CORNERS

Investors are savvy these days and in many cases they are viewing multiple pitches each and every month - don't cut corners here thinking speed will get you before an investment group. Quality, compelling, engaging media driven pitch decks (no more than 15 minutes) are the best strategy for presentation length - even less is preferred.

THE PRESENTATION

Combine your formal business plan as a link or downloadable document to support your "Pitch Deck" and design and collaborate both to mirror each other in context, content and construct.

Step 5 - The Launch

The greatest consideration here is to build what needs to be built, complete what needs to be done, and position your startup to "Pitch" from your strongest point in your journey on Launch day. The Business Plan should include benchmarks and timelines indicating when a major goal or objective is reached; and, it should indicate at what point in the startup or **Smartup™** process will the organization begin to approach investors or pursue financing. Investors and lenders want to see results and they want to know you are ready for the investment. Define clearly when to approach investors or seek financing. Specifically identify how much you will need, why you need it and how it will be used. Additional consideration needs to be expressed in the "Plan" for how the investor will exit (harnessing a return) and/or when any financing is expected to be paid off. Investors and banking institutions want to help you grow but hate getting stuck in a position that they cannot exit. Build exit strategies in your plan and reporting mechanisms to assure you meet any expectations.

Smartup Journey

EMBRACE THE JOURNEY - GROW AND HAVE FUN!

This is your journey. This is your startup or smartup moment! Embrace the journey, the process and these tips then engage the journey making it fun. Remember if it is fun it will get done. The biggest pitfall Founders and Co-Founders face is being driven by wrong motivations. Yes this process is hard. Yes you will invest countless hours and make sacrifices, but keep the balance fun, engaging, motivating and built upon the elements needed to foster collaboration and highest results. Don't burn yourself and your team out! Celebrate your wins. Celebrate your victories and celebrate your benchmarks. Include fun in the planning process to assure everyone stays motivated, energized and engaged. This will yield your highest level of performance and best results.

NAVIGATING YOUR STARTUP or **SMARTUP™** JOURNEY

The Osborn Group, LLC provides specific management and startup/smartup consulting services to help you navigate the journey and develop deliverables that meet expectations of institutional investors and investment banking sources through the "**Smartup Strategy Process™**". The greatest way to get from idea to execution is having a facilitator, advisor and mentor chart the path and lead you in the adventure. Think of it like this, if you were to go on a safari adventure, most likely you would never go alone - the dangers and risks are too great. You would most certainly employ a guide to help you navigate the journey while exploring and seeing the sights along the way. That is exactly what we do at The Osborn Group, LLC and serving your organization as a guide would be our greatest honor. Plus, we can show you some fun things in the adventure.

CONCLUSION:

It's now your turn to pump up your **Smartup™** process. Remember, follow the process and engage the steps. You can make this process easier and cut your go to market time in half - it's all about letting a facilitator guide you through the steps! Follow this guide and you will have greater success positioning your brand to engage potential investors or seek institutional financing. There is no need to reinvent the wheel just paint the spokes with your colors, ideas and unique market strategy.

HOW TO ENGAGE

Each startup and/or **Smartup™** differs. Not every company is at the same stage in the business process. Some are early stage and some are later stage opportunities looking to enter the market or expand their market penetration.

The Osborn Group, LLC is uniquely equipped with a support team of expert advisors, mentors and consultants to help you navigate the process to craft or maintain your unique business culture, presence and market approach. Our "**Smartup™**" process is engaging, enlightening, deep diving and provoking. Let us be your guide and help you along the way.

Request today your "**Smartup Strategy Process™**" Proposal and begin your journey toward making your idea, concept or insight a reality!

The Osborn Group, LLC - "We Build Brands and We Build Teams!"

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