

TITLE SLIDE

Who are you and What do you do?

PROBLEM

What problem does your co-op seek to solve?

Your goal is to get people nodding; to get buy-in that this is indeed a problem.

SOLUTION

What are you doing to address the problem that you just discussed?

You can talk about things you plan to launch in the future.

BUSINESS MODEL

How does your co-op make money?

You can include products and pricing here.

UNDERLYING MAGIC

What is the underlying magic of your product or service? Your secret sauce?

What sets you apart from your competitors?

MARKETING AND SALES

How are you going to get the word out?

How will people know you exist to solve their problem?

About how many people can you reach?

How do you know that?

COMPETITORS

What does the competitive landscape look like?
Are they really competitors or other market segments; potential partners/collaborators; or...?

TEAM

Who is on your team and why are they the right folks for the job?

If there is a team member that is missing; that you are looking for, you can list and explain.

PROJECTIONS

A simple financial slide.

A basic summary of where money comes from (income) and where it will go (expenses) will suffice. Your business model in numbers.

TIMELINE

Status: Where are you now in this story?

Timeline: What is your timeline to get to the next stage?

Momentum: How can you demonstrate that you have momentum?

What's next?

NOTES ON STRATEGY & STYLE

- **No more than 10 minutes**
- **Big Font, Big images**
- **Highlight/Complement presentation points**
- **Everyone doesn't have to speak.**
- **“Little man on your shoulder”**
- **Prepare, Practice, Iterations**