COLLEGE LEAP

2020 College Leap NBPC Participants' Toolkit

Business Plan Template Pitch Deck:

* with Gleamr as an example

Source: pitchdeckcoach.com

Components:

1. Cover Page
2. Problems
3. Solutions/Value Proposition
4. Service/Product
5. Business Model
6. Market Opportunity
7. Competition
8. Growth Strategy
9. Financials
10. Team
11. Summary

Cover Page

Announce your big idea. The one thing you do better than anyone else.

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Cover Page:

1. Big Idea (Hook)
2. Simple Declarative Statement (Use a well-known company as a comparison)
3. Benefit for your user/customer
4. Logo/image

Gleamr
Uber for mobile auto details

"Get an affordable, professional auto detail wherever you are, whenever you want"

Problems

Describe the problem you solve. Identify your target customers (and users) and explain why they are frustrated with current solutions.

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Problems:

1. Use simple terms
2. How painful is the problem? (must-solve v.s. nice-to-solve)
3. How do they solve this problem today? Issues with current solutions?
4. Is the problem obvious? if not, how do you prove?
5. Each point should be matched by your solution.

Problem

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Busy consumers lack an easy way to get their car professionally detailed at their home or office
- No single view of currently available detailers
- Few reviews to guide selection
- Little opportunity to negotiate prices
- Visiting a detailer's shop takes too much time

Mobile auto detailers spend too much time/money finding customers when they would rather be detailing cars
- Spend ~$12K/year on marketing (National Auto Detail Assoc.)

Solution/Value Proposition

Explain how you provide a better solution and list the unique benefits for customers and users.

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Solution:

1. What is your solution? High-level context.
2. What does it do? (Features/benefits for customers)
3. Derive each benefit from a problems you mentioned before.

COLLEGE LEAP

Product/Service

Show how your product works in three simple steps. Keep it visual.

4
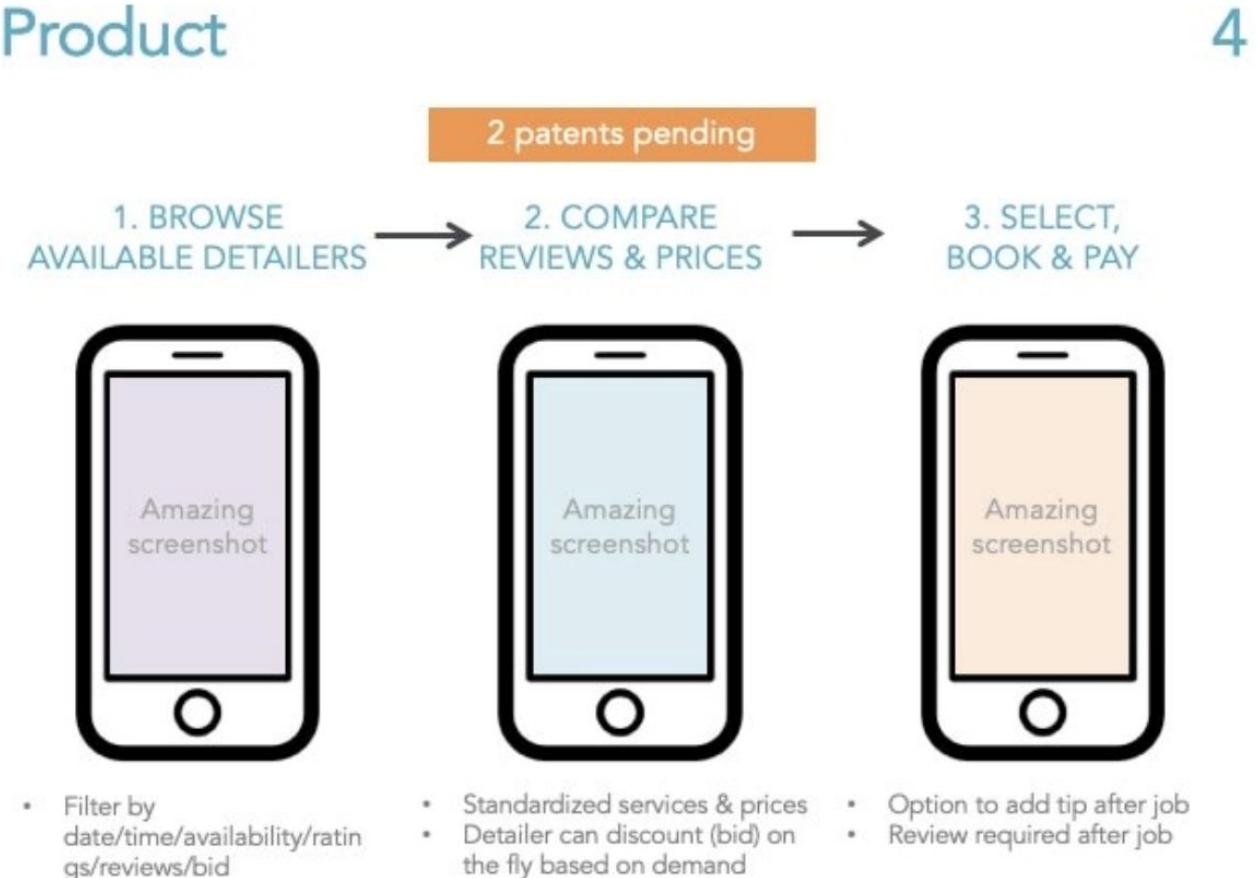
Product:

1. How does your product/service work in simple steps?
2. Don't need a demo here. Screenshot will also work.
3. Make it visual

Product

4

2 patents pending

1. BROWSE AVAILABLE DETAILERS → **2. COMPARE REVIEWS & PRICES** → **3. SELECT, BOOK & PAY**

Amazing screenshot

Amazing screenshot

Amazing screenshot

- Filter by date/time/availability/ratings/reviews/bid

- Standardized services & prices
- Detailer can discount (bid) on the fly based on demand

- Option to add tip after job
- Review required after job

Business Model

Explain how you make money

5
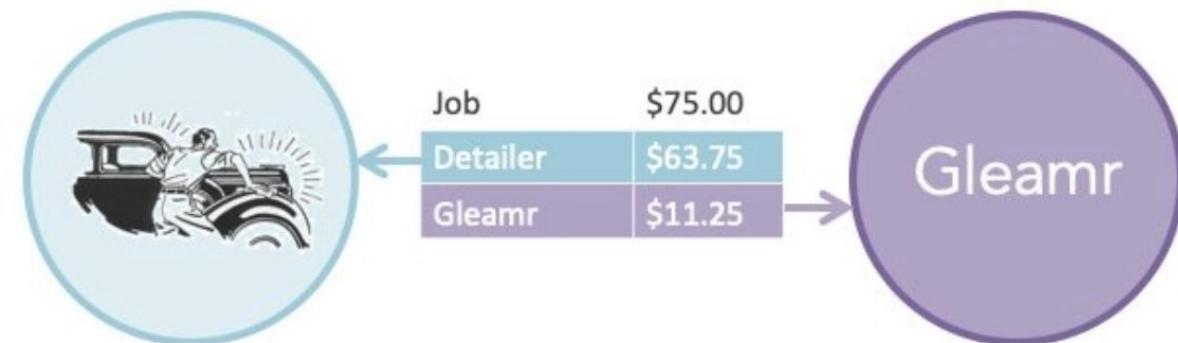
Business Model:

1. How do you make money?
2. What are the potential revenue streams?
3. Who are your targeted audience? Their willingness to pay

Bottom Up Analysis:

1. Market opportunity = customer count * average sale value
2. customer count: the potential number of customers you can get?
3. Average sale: how much would they pay

Market
Bottom Up – USA only

7b

US Autos on the Road[1]	270 Million
Total Detailed @ 33%[2]	90 Million
Total Mobile @ 33%[3]	30 Million
Mobile Details per Auto per Year	6
Total Mobile Detailed per Year	180 Million
Average Mobile Detail Price[4]	$75
Total Mobile Detail Sales per Year	~$14 Billion
Gleamr Opp. per Year @ 15%	~$2 Billion

1. [Some reputable source]
2. [Some reputable source]
3. [Some reputable source]
4. [Some reputable source]
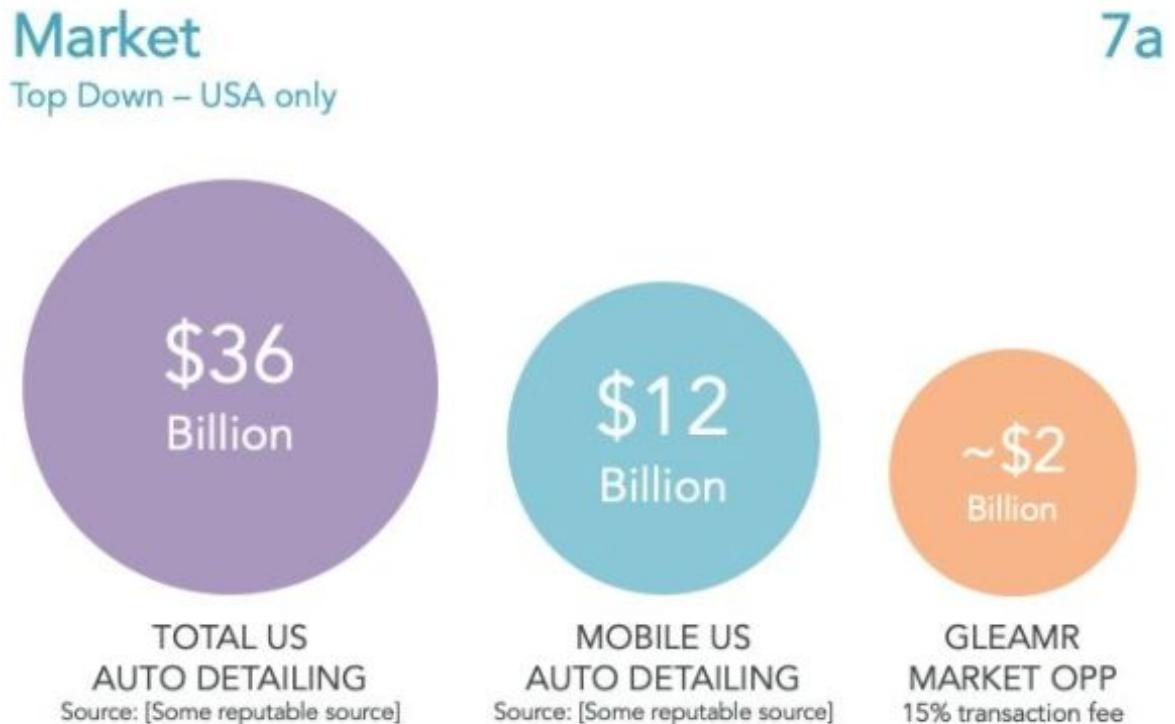
Top Down Analysis:

You need to include three market sizes:

  a. Total addressable Market (TAM) : all
      the people who could buy you
      product
  b. Serviceable Addressable
      Market(SAM) : the subset of TAM
      who are likely to buy
  c. Serviceable Obtainable Market
      (SOM): the subset of SAM that you
      can reasonably obtain in the next
      3-5 years

Market
Top Down – USA only

7a

$36 Billion

$12 Billion

~$2 Billion

TOTAL US
AUTO DETAILING
Source: [Some reputable source]

MOBILE US
AUTO DETAILING
Source: [Some reputable source]

GLEAMR
MARKET OPP
15% transaction fee
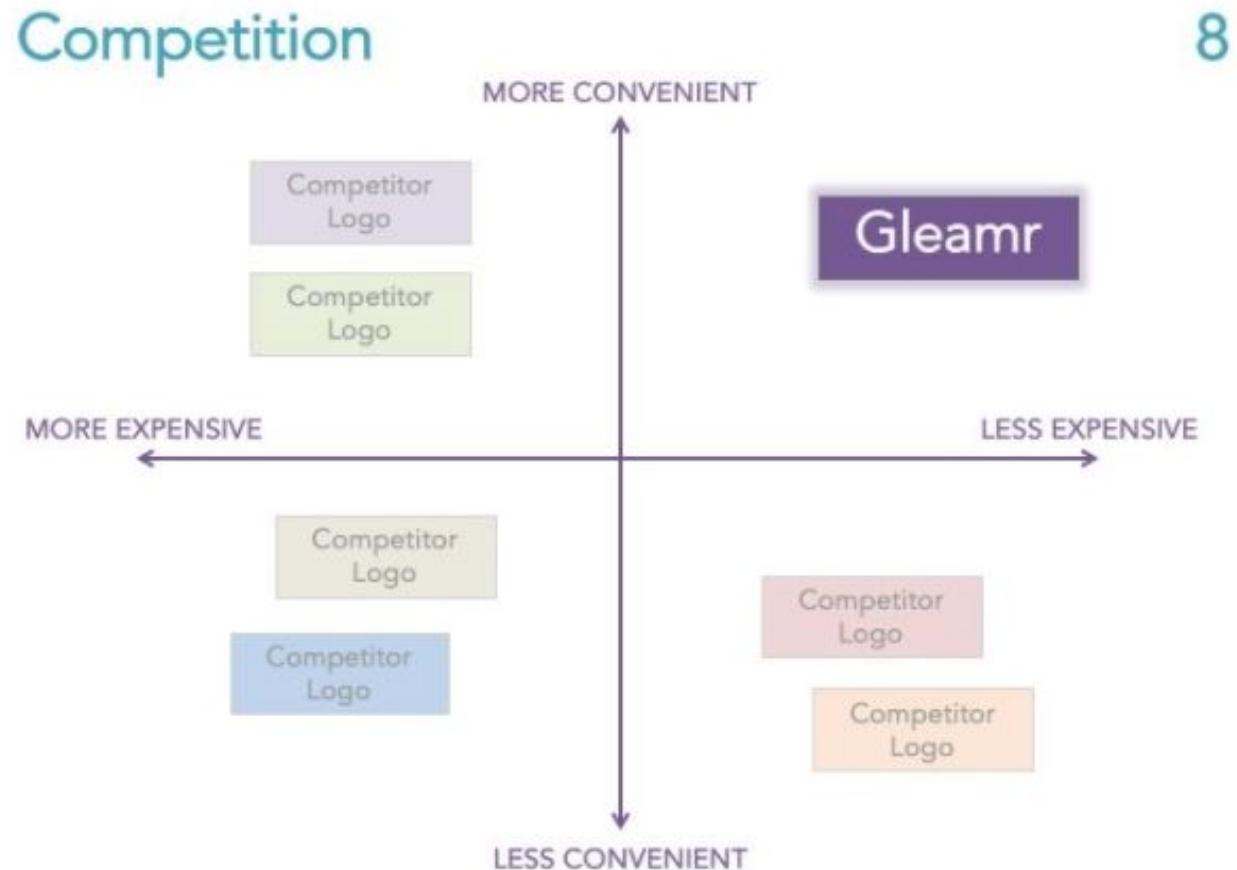
Competition

List your competitors. Explain why your product is better than theirs *in the eyes of your customers and users*.

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Competition:

1. **Option 1**: 2*2 competitive landscape chart: Identify the two most important points of differentiation between you and your competitors.
2. **Option 2**: Competitive matrix: "we have it; they don't" grid. List the most important solution features and benefits down the left side of your table. Then list you and your competitors across the top.

Competition

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Growth Strategy

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Explain how you will acquire and retain customers, profitably, at scale. And how you will keep your product competitive

Growth Strategy:

1. **Customer Acquisition:** How will your Sales and Marketing plans create demand for your product? (Customer Acquisition Costs(CAC) = fully loaded cost to acquire one customer)
2. **Customer Retention:** How will you keep your customers? (lifetime Value of Customer (LTV) = how much will a customer pay before you lose him/her)
3. **Product Innovation:** How will you keep enhancing your offering so it remains competitive?

Growth Strategy
How we will scale our business   9

MARKETING & SALES	CUSTOMER SERVICE	PRODUCT DEVELOPMENT
Acquiring customers	Keeping customers	Staying competitive
• Online marketing inc. SEM, SEO, SMM, daily deals	• Dedicated customer service reps for each DMA	• Consumer Product Advisory Board to drive consumer features
• Refer-a-friend discounts for consumers	• Gleamr staffed community message boards for consumers (public) and detailers (login required)	• Detailer Product Advisory Board to drive detailer features
• Volume/loyalty discounts for consumers & detailers		• Add Android App
• Incentive programs for HR and office managers		• Add Website

Financials

Provide a simple model, with explicit assumptions, of how much money you can make in the next 3-5 years.

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Financials:

Financials

1. The numbers themselves are not that important.
2. Expenses & Revenue & Profit for the next three years
3. Make sure your projection is reasonable

	YEAR 1	YEAR 2	YEAR 3	
Detailers	5,000	40,000	160,000	
Users	50,000	400,000	1,600,000	
Jobs	500,000	4,000,000	16,000,000	
Average Price per Detail	75	80	90	
GLEAMR REVENUE @ 15%	5,625,000	48,000,000	216,000,000	
- Cost of Revenue	0	0	0	
GROSS PROFIT	5,625,000	48,000,000	216,000,000	
OPEX				
- Sales & Marketing	5,062,500	38,400,000	151,200,000	70%
- Customer Service	1,687,500	9,600,000	21,600,000	10%
- Product Development	562,500	2,400,000	10,800,000	5%
- Misc.	281,250	2,400,000	4,320,000	2%
TOTAL OPEX	7,593,750	52,800,000	187,920,000	
EBIT	-1,968,750	-4,800,000	28,080,000	13%
		-6,768,750		

The numbers are less important than the underlying model and assumptions

Team

Introduce a team that clearly has the experience and expertise to transform your opportunity into a large, profitable business.

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Team:

1. Make sure your team can cover all business activities your venture needs
2. For the purpose of this competition, you may make up your team members' previous experience.

Team

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Jon Doh (Founder/CEO)
Co-founder/CEO @ ArtFinder (sold to Ebay). Prev. LinkedIn

Trish Taylor (Founder/VP Engineering)
Co-founder/VP Eng. @ ArtFinder (sold to Ebay). Prev. Facebook

Ricky Roma (VP Sales/Marketing)
Prev. HubSpot

TBH (Director, Customer Service)

Will Wachon (Advisor)
Founder/CEO @ Speedy K (Mobile auto detailing franchise)

Sue Smead (Advisor)
SVP Corp Dev @ Ebay

Meg Mitchum (Advisor)
CMO @ HubSpot

Summary

Summarize the highlights of your business

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Summary:

What are the reasons for the judges to pick your team over the others?

Summary

1

Big Opportunity: First mover in $36B US auto detail market

Strong Team: Deep market/technology/execution experience

Sustainable Technology Advantage: 2 patents pending

Significant Traction: 1,600 detailers, 16,000 users, $162K/mo

Seeking $2M Series to achieve $5.6M ARR