



Agenda - workshop 4 of 4

- 1 Recap**
(15 mins)
- 2 Finalize cover-story vision**
(45 mins)
- 3 Unique value proposition**
(60 mins)
- 4 Lunch**
(30 mins)
- 5 Building pitch-deck**
(60 mins)
- 6 Wrap up + next steps**
(15 mins)

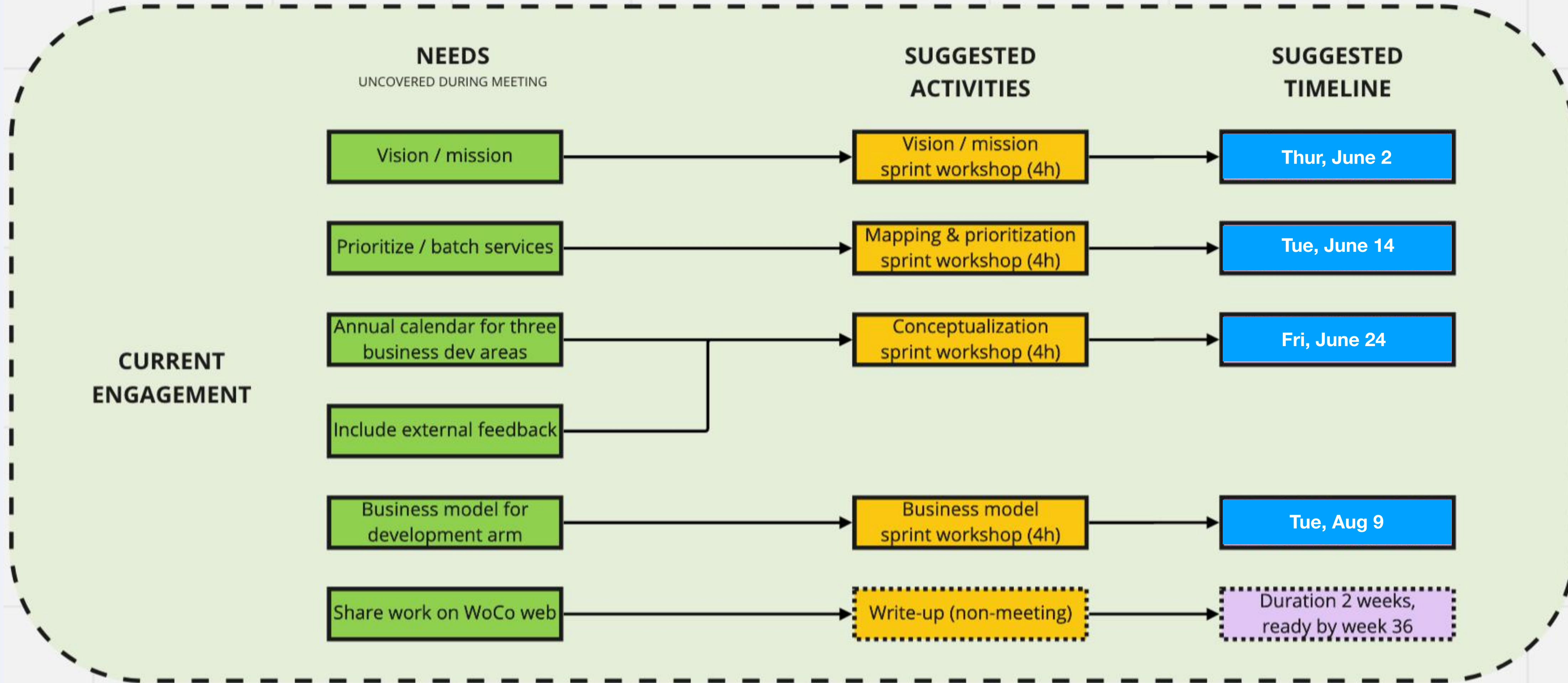
Recap

(15 mins)

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01

AMASS - UPDATED PLAN



Vision

Where we
want to be.

*What do we want
to achieve?*

*To create local opportunity,
growth and impact in every
food community and country
around the world.*

Mission

What we do, how we
do it, why we do it
& for whom.

*What do we focus on
to fulfil our vision?*

*We're building a food
swapping app, for people
under the starvation limit,
because extreme poverty must
be eliminated entirely.*



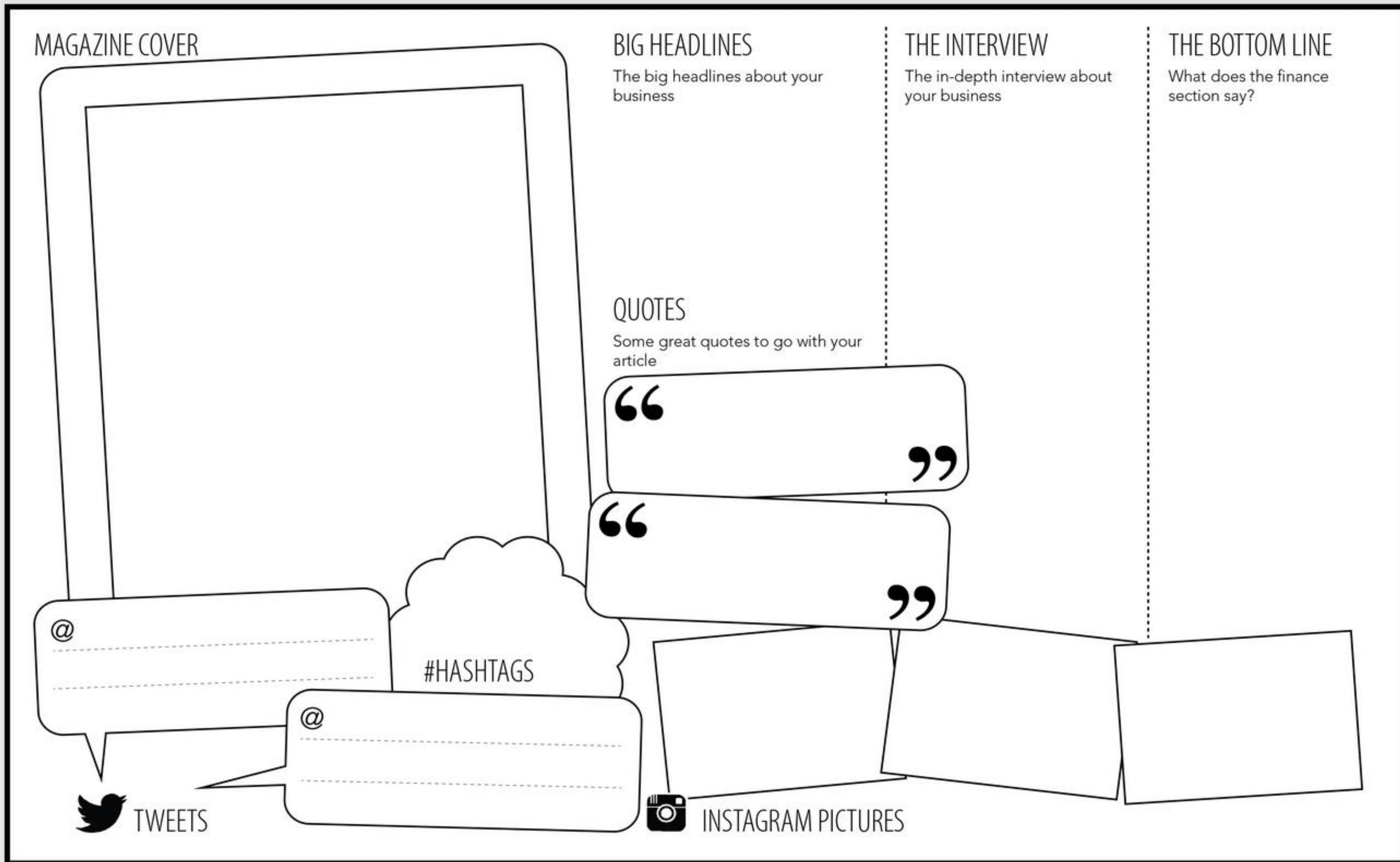
Vision

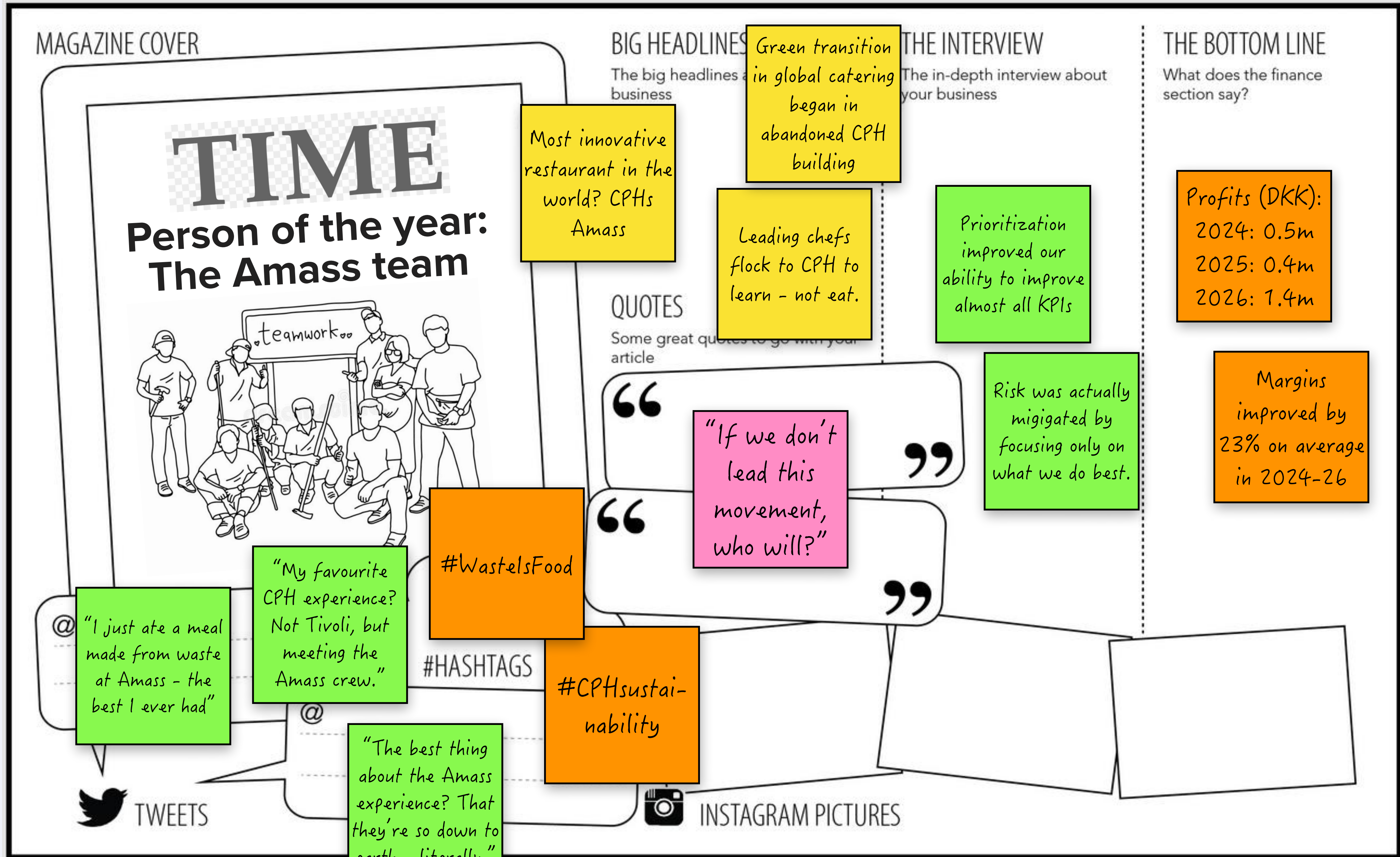
Visual
representation.

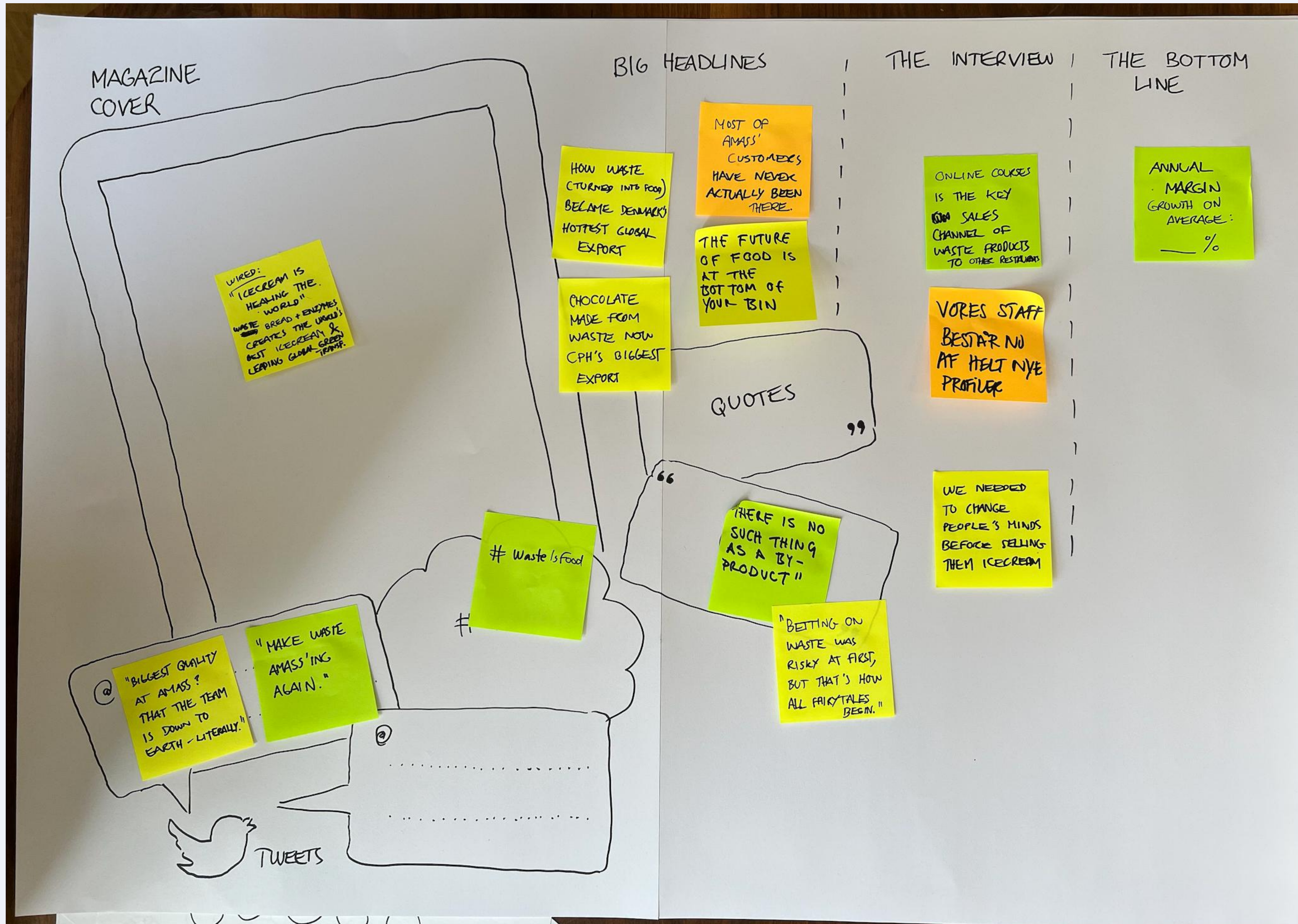
Mission

Statement.









Vision



What do we do?	For whom do we do it?	Why do we do it?

Source: Digitalya.co (Accessed 2022)



Mission statement

We're doing **X (what)**,
for **Y(who)**,
because **Z(why)**.

WE'RE

WE INNOVATE
FOOD WASTE
INTO NEW
PRODUCTS

FOR

FOOD INDUSTRY
ORGANISATIONS
WITH IMPACT,
EAGER TO
MAKE A GREEN
TRANSITION

BECAUSE

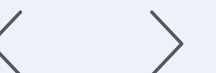
IT IS OUR RESPONSIBILITY TO MAKE THE WORLD AWARE THAT SUSTAINABILITY AND WORLD-CLASS FLAVOUR ARE NOT MUTUALLY EXCLUSIVE.

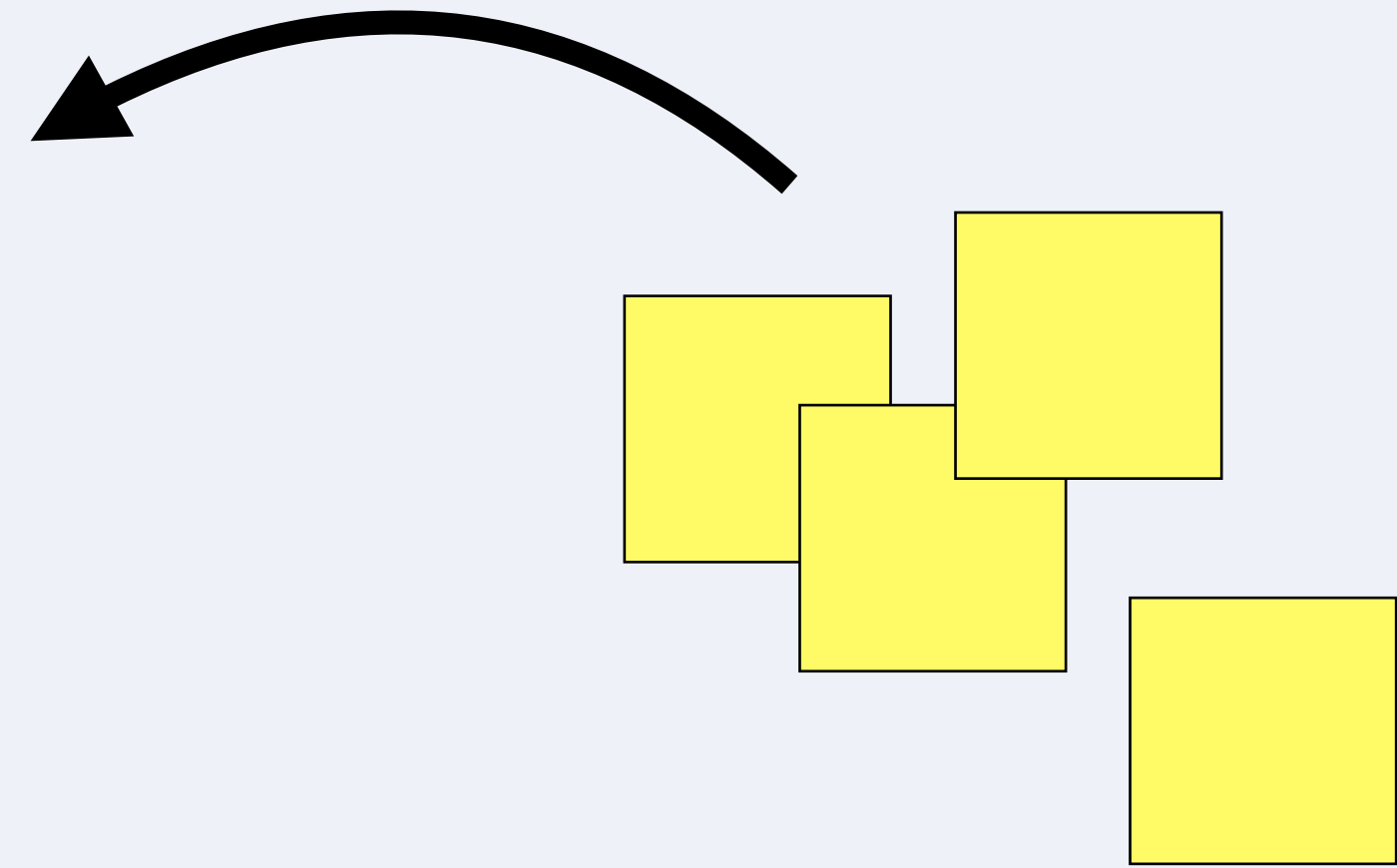
Mission statement

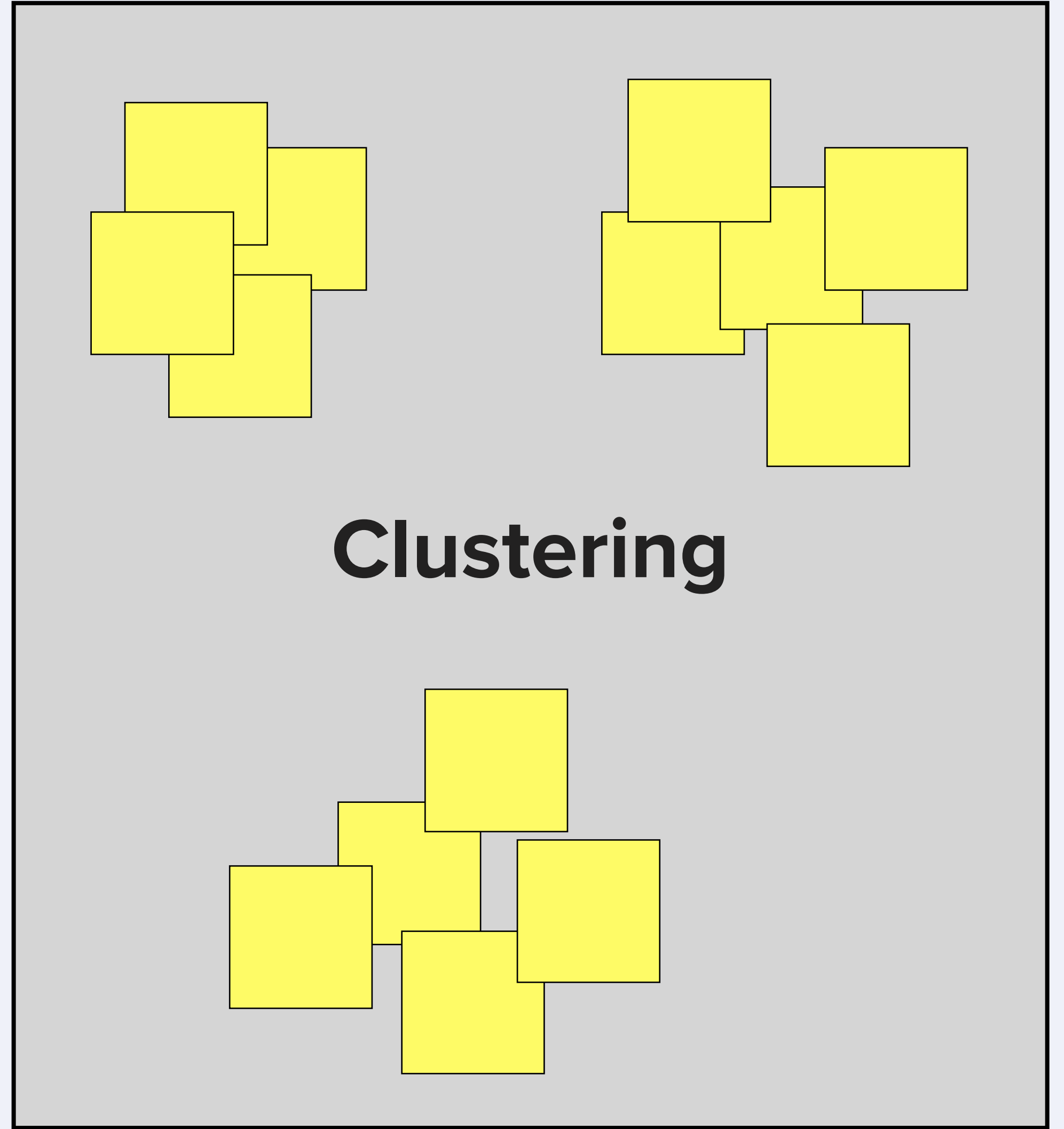
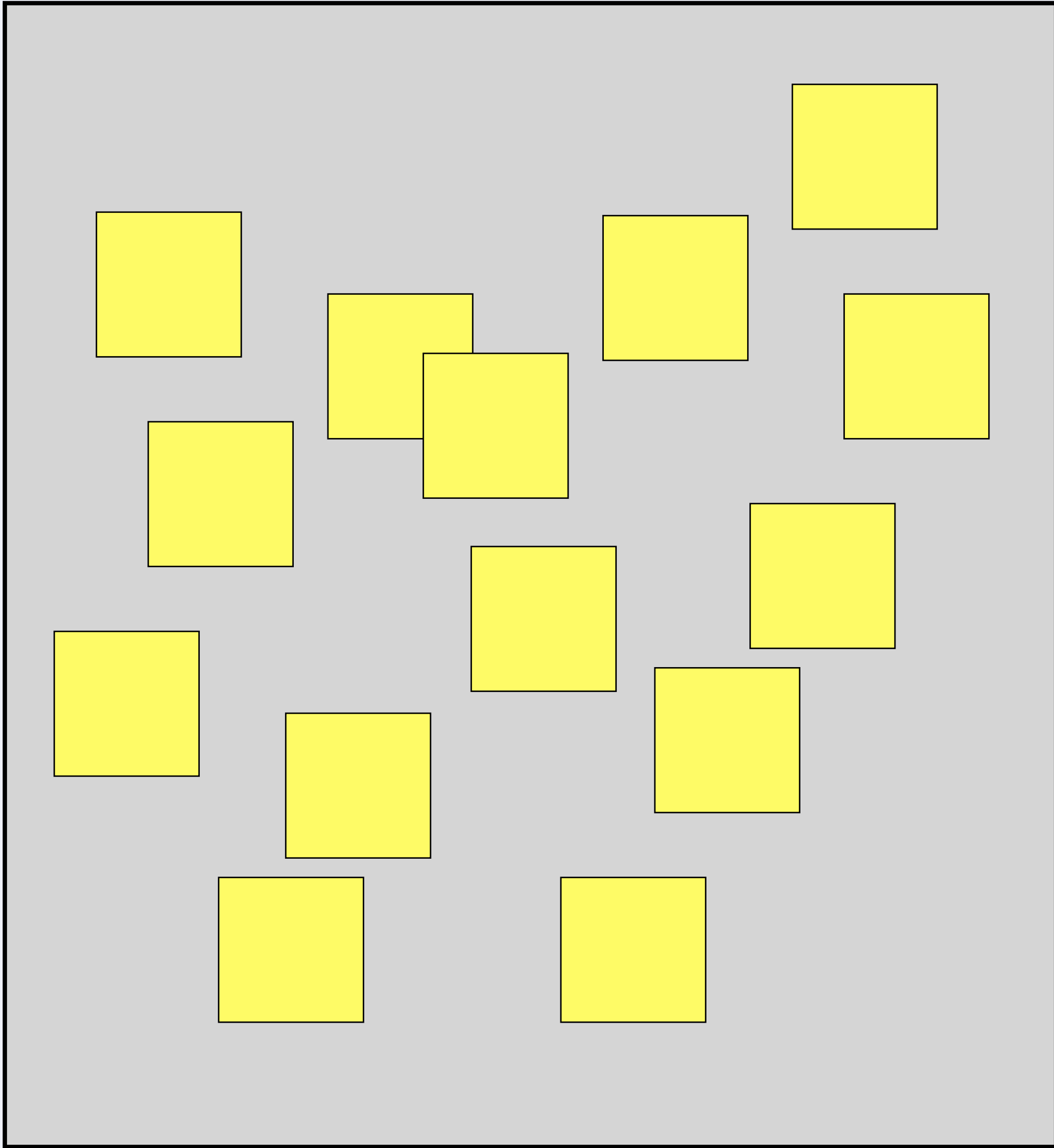


Mission statement

We **innovate food waste** into new products,
for **food industry organisations with impact**, eager
to make a green transition,
because it is our responsibility to make the world
aware that **sustainability and world-class flavour**
are not mutually exclusive.



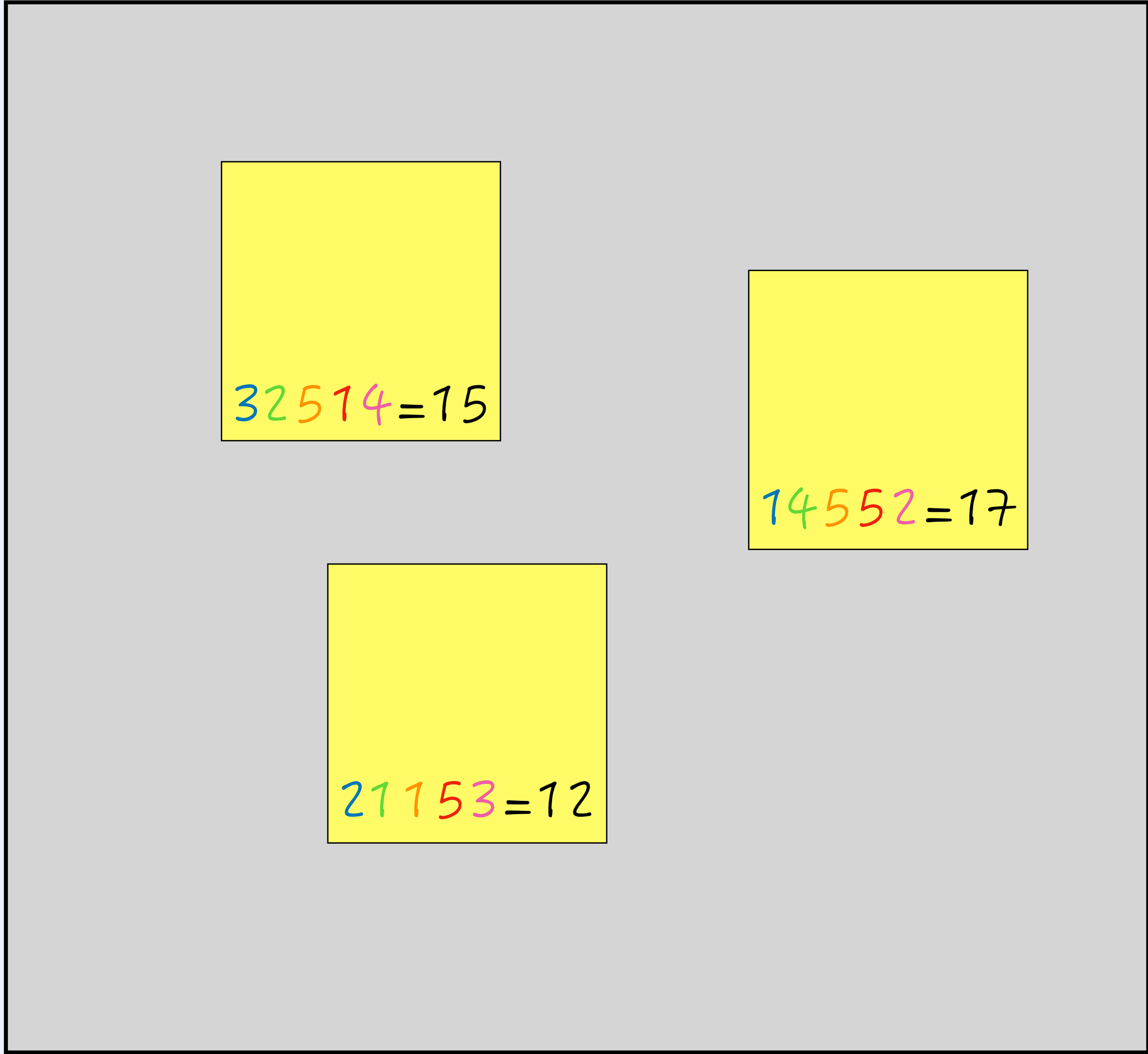




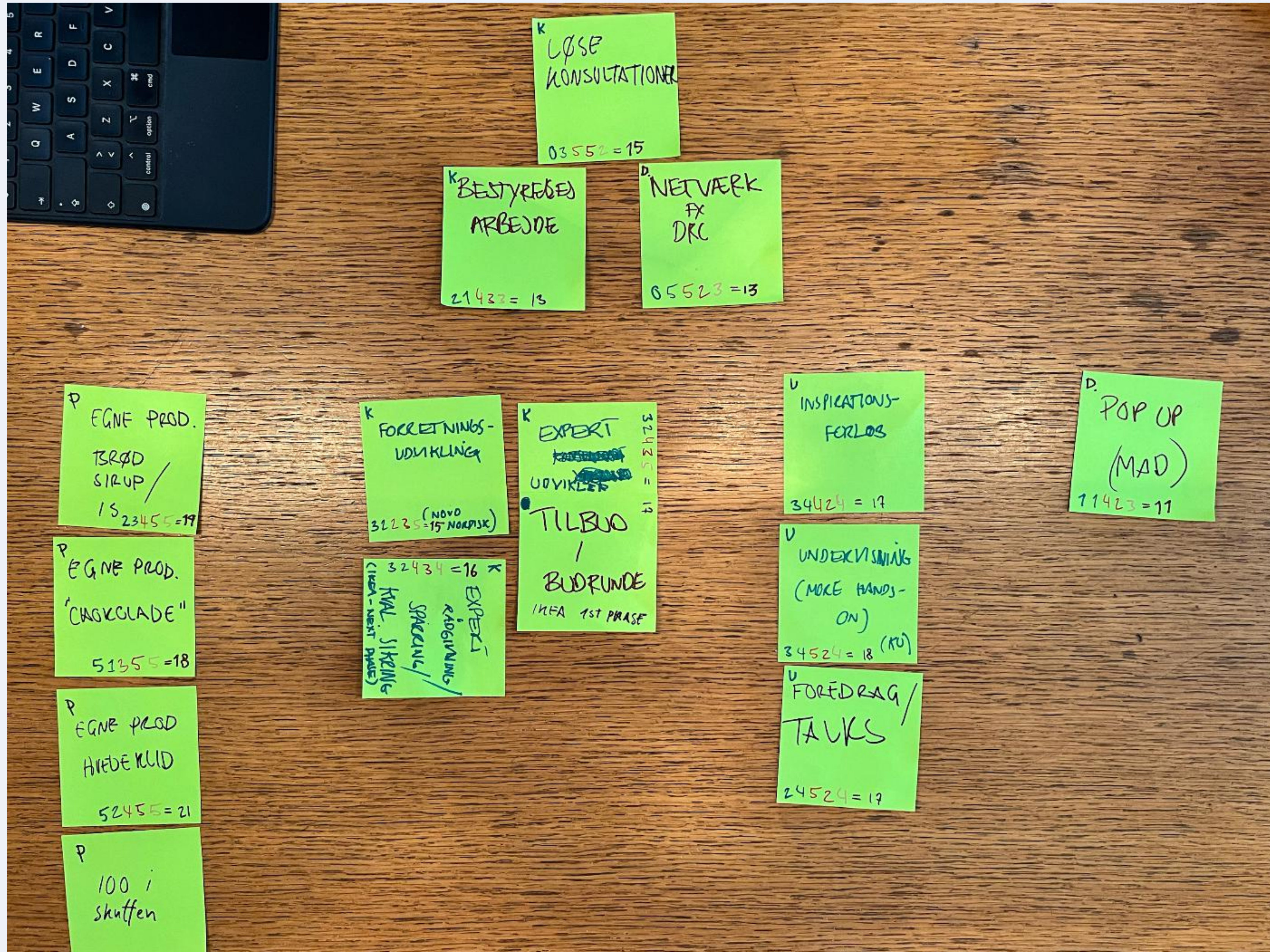
Rating

Give a score of 1-5 for...

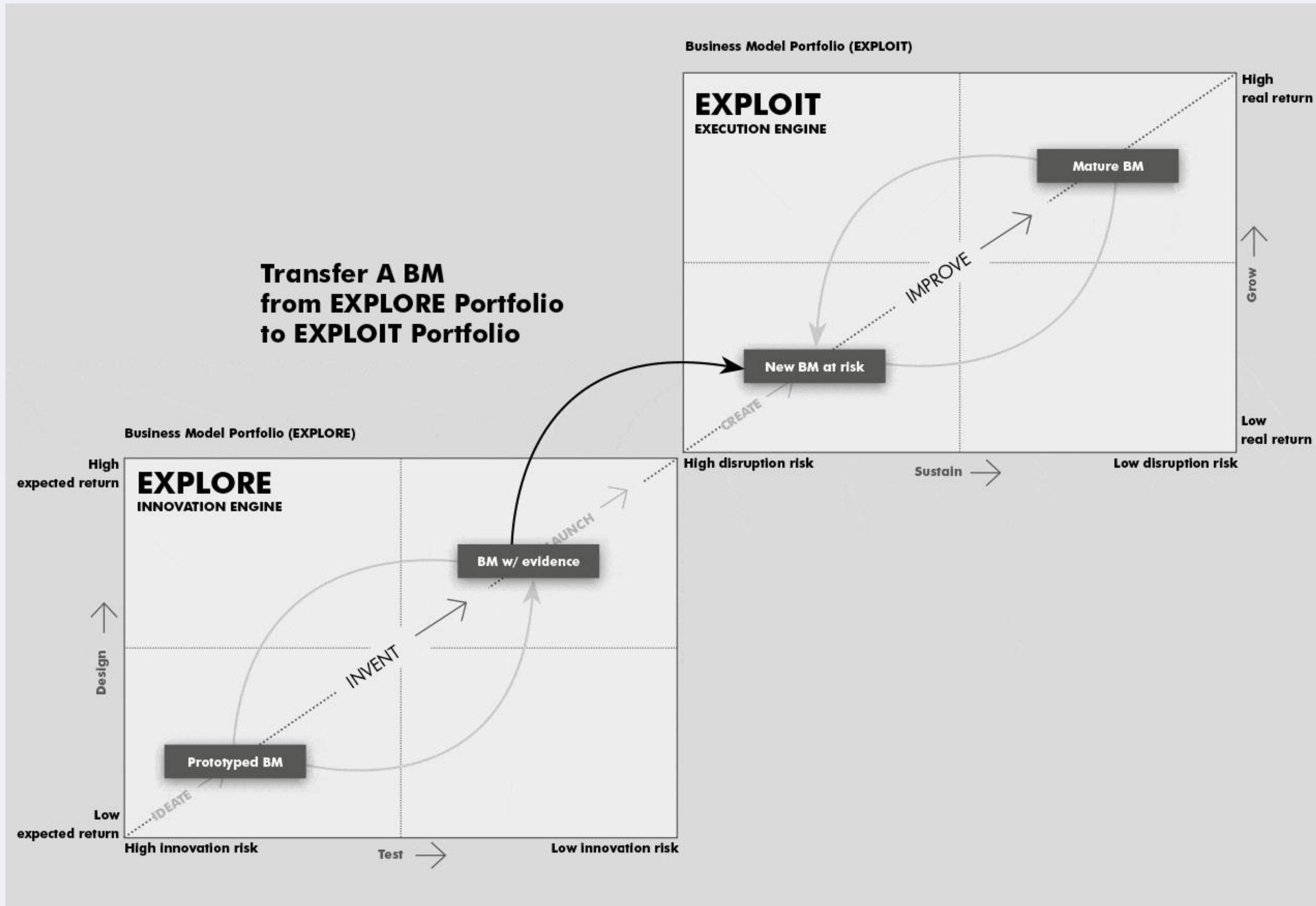
- 1. Profitability
- 2. Feasibility
- 3. Maturity
- 4. Scalability
- 5. Vision-alignment



Source: Sprængfarlig ApS, 2022

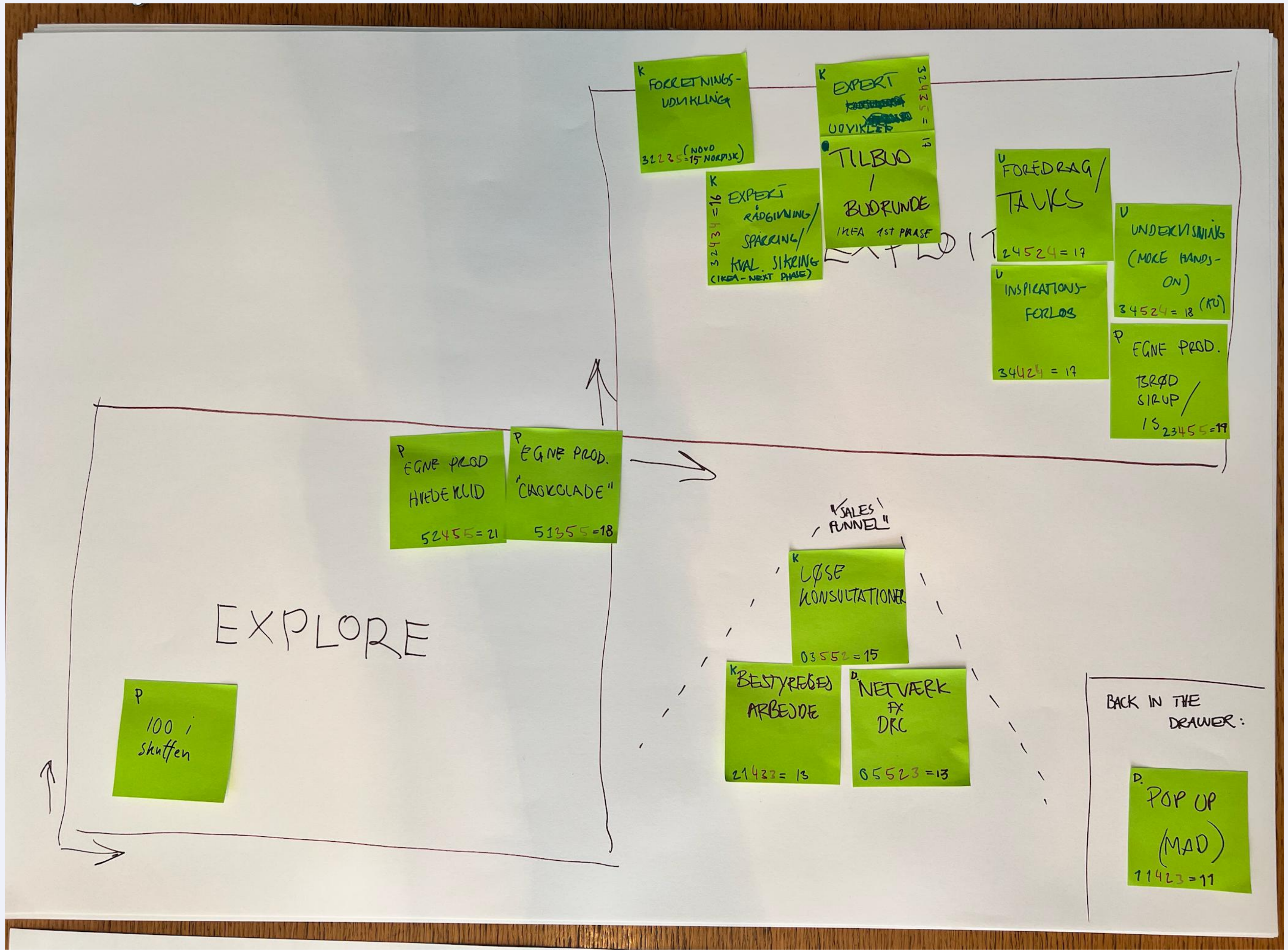


Overview of offers



**Transfer A BM
from EXPLORE Portfolio
to EXPLOIT Portfolio**

Prioritize offers



Prioritize offers

Initial goal	Write the goal you have in mind
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S	<u>Specific</u>	What do you want to accomplish? Who needs to be included? When do you want to do this? Why is this a goal?
M	<u>Measurable</u>	How can you measure progress and know if you've successfully met your goal?
A	<u>Achievable</u>	Do you have the skills required to achieve the goal? If not, how will acquiring them be formulated in the goal?
R	<u>Relevant</u>	Why am I setting this goal now? Is it aligned with my vision and mission?
T	<u>Time-bound</u>	What is the deadline? Is it realistic?

Smart goal	Review what you have written, and revise the goal based on what the answers to the above questions have revealed.
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S.M.A.R.T. goals



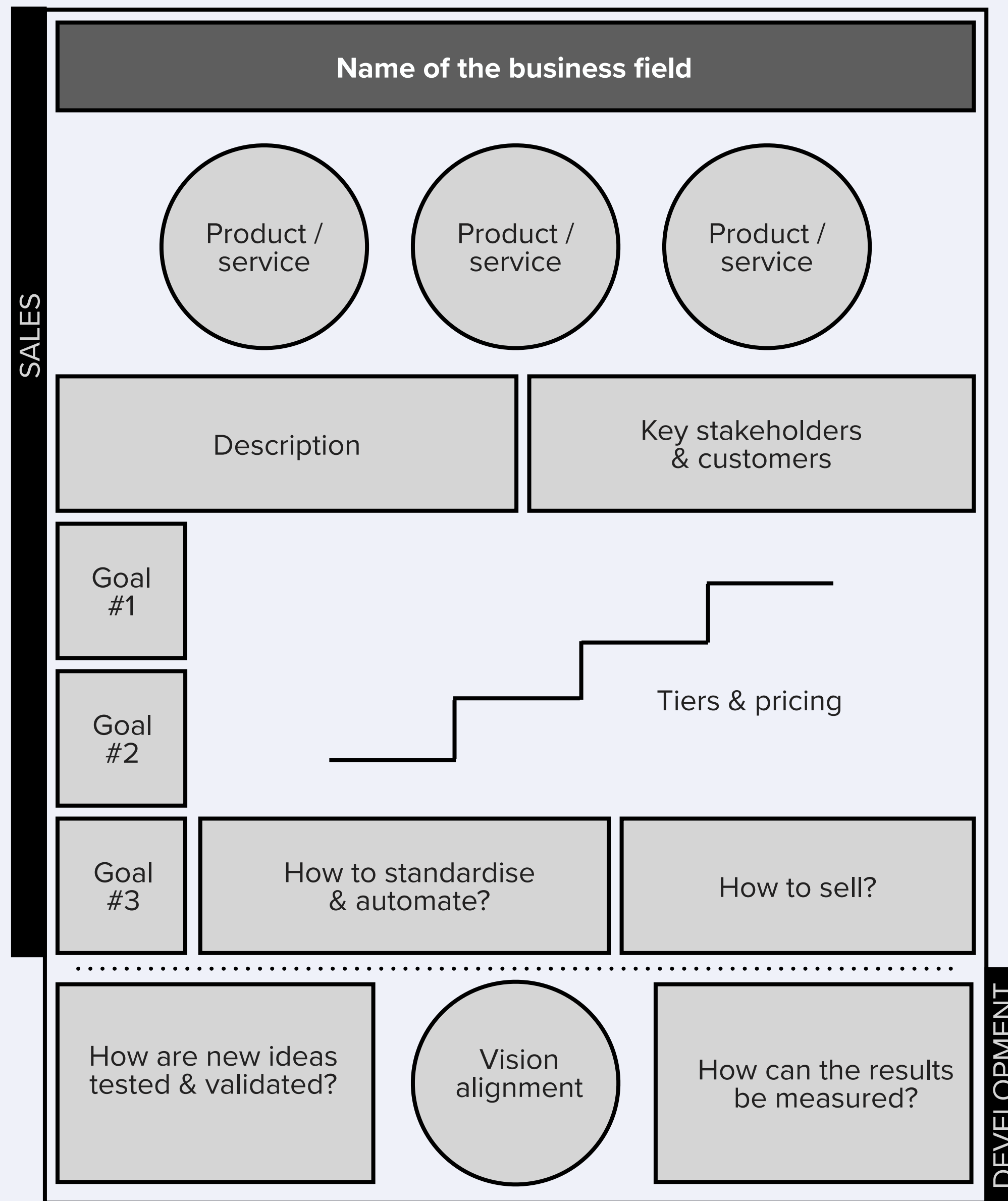


S.M.A.R.T. goals

Initial goal formulation	▶					
S	▶					
M	▶					
A	▶					
R	▶					
T	▶					
S.M.A.R.T. goal formulation	▶					



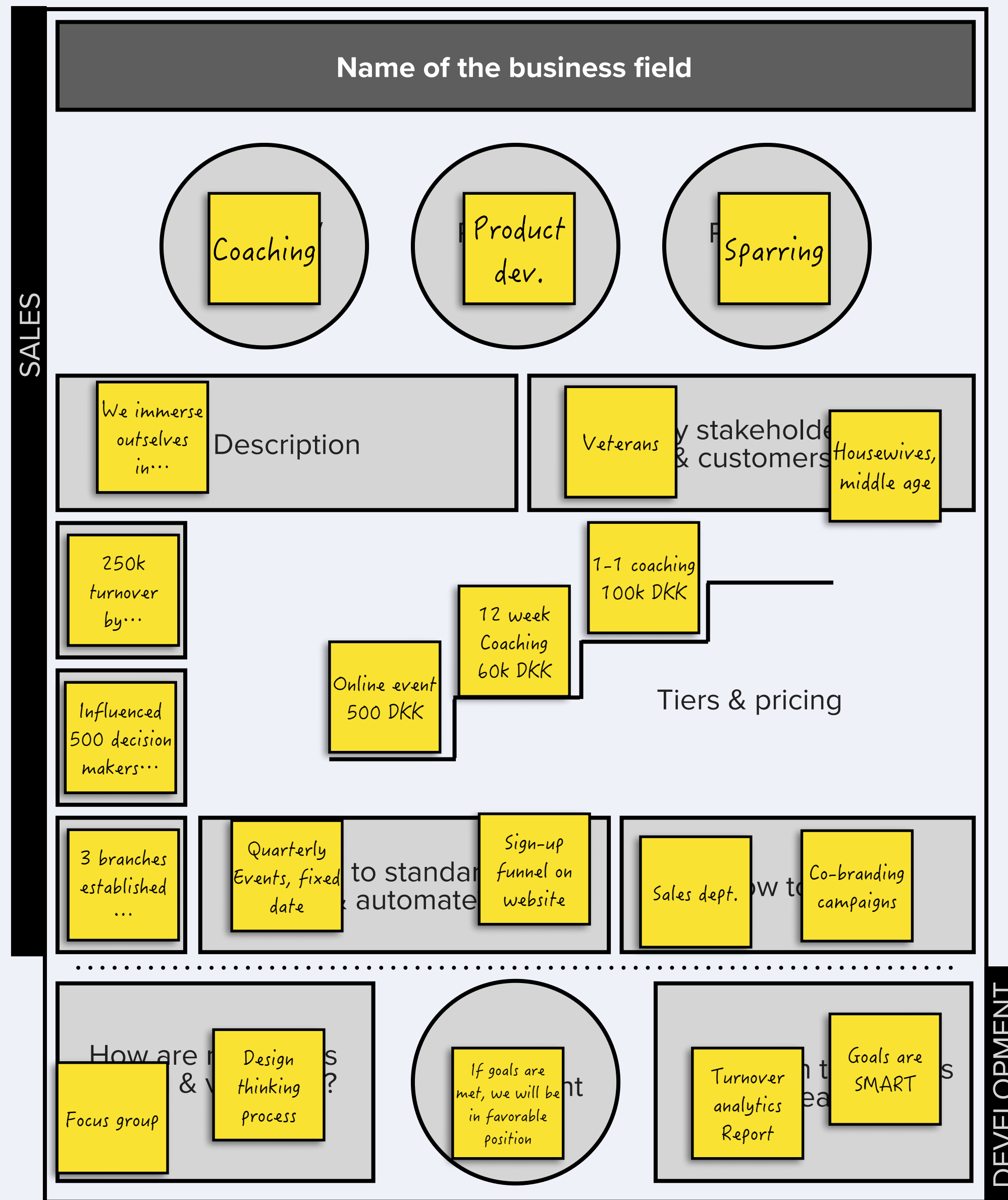
Concept poster



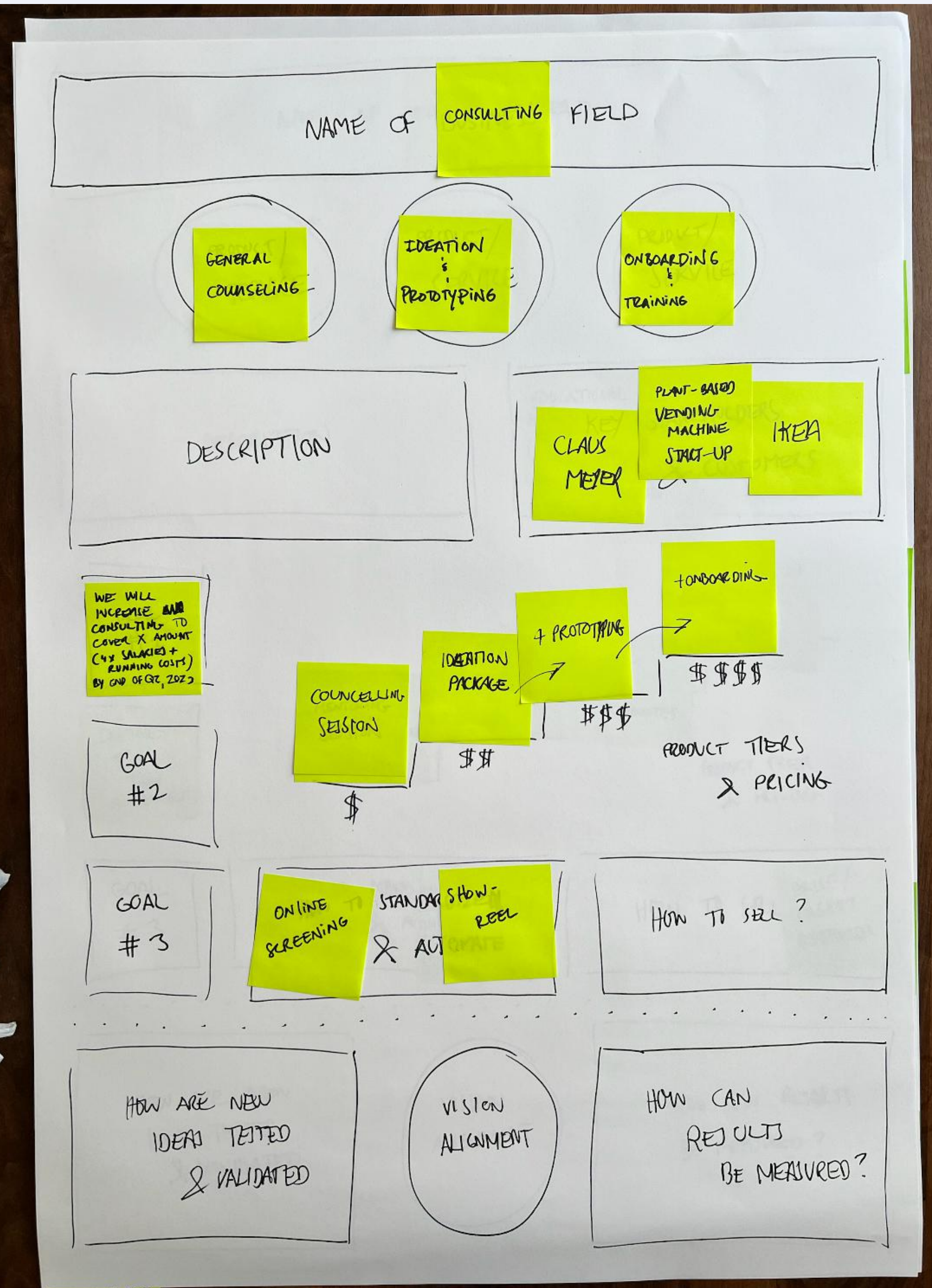
Sources: A blend between 'MVP Model' (Design Thinking Toolbox, Wiley 2020), The Education Kitchen (Deb Pang Davis, 2022), and custom adjustments (Sprængfarlig, ApS, 2022)



Concept poster

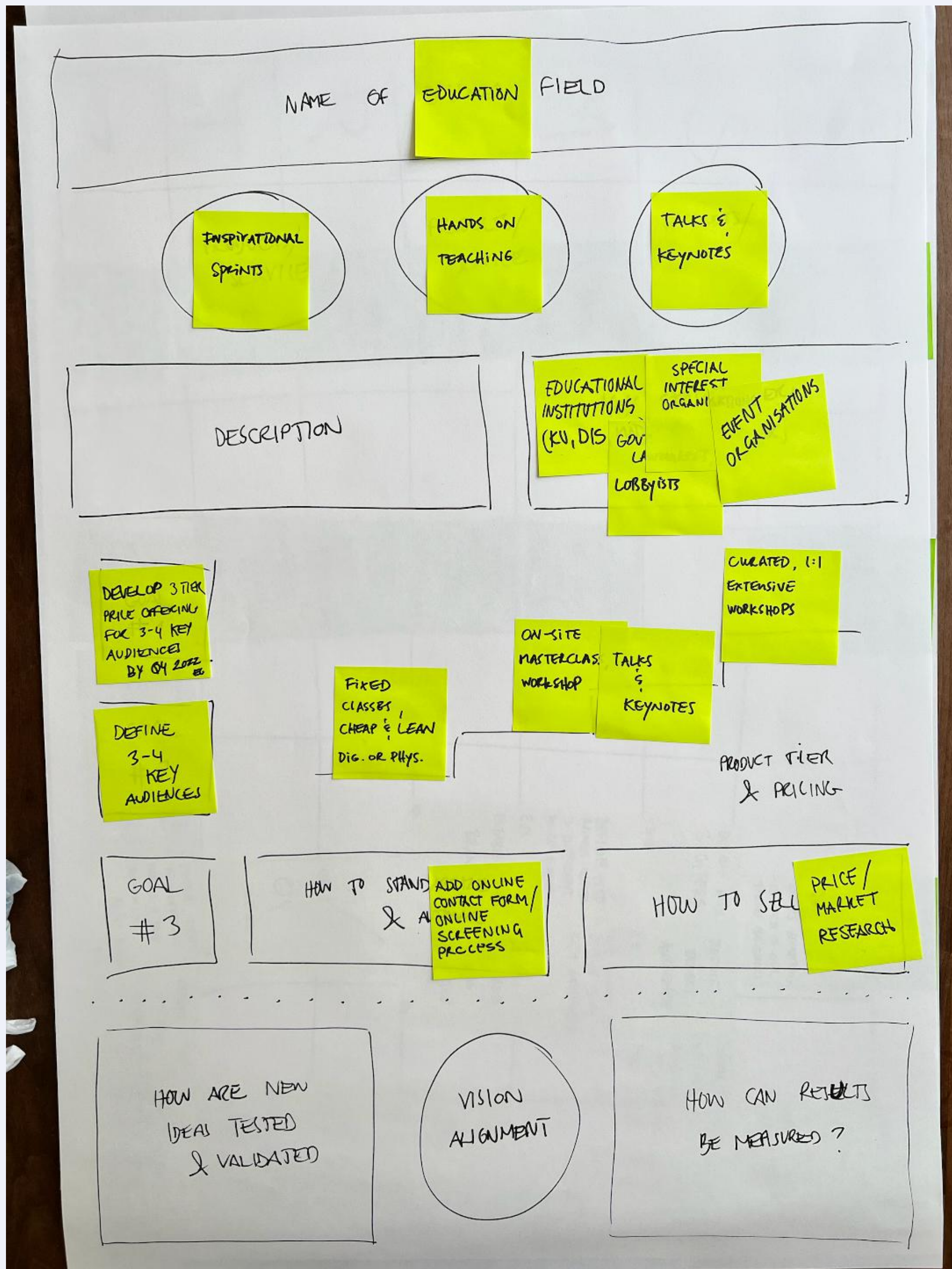


Sources: A blend between 'MVP Model' (Design Thinking Toolbox, Wiley 2020), The Education Kitchen (Deb Pang Davis, 2022), and custom adjustments (Sprængfarlig, ApS, 2022)



Concept poster

Concept poster

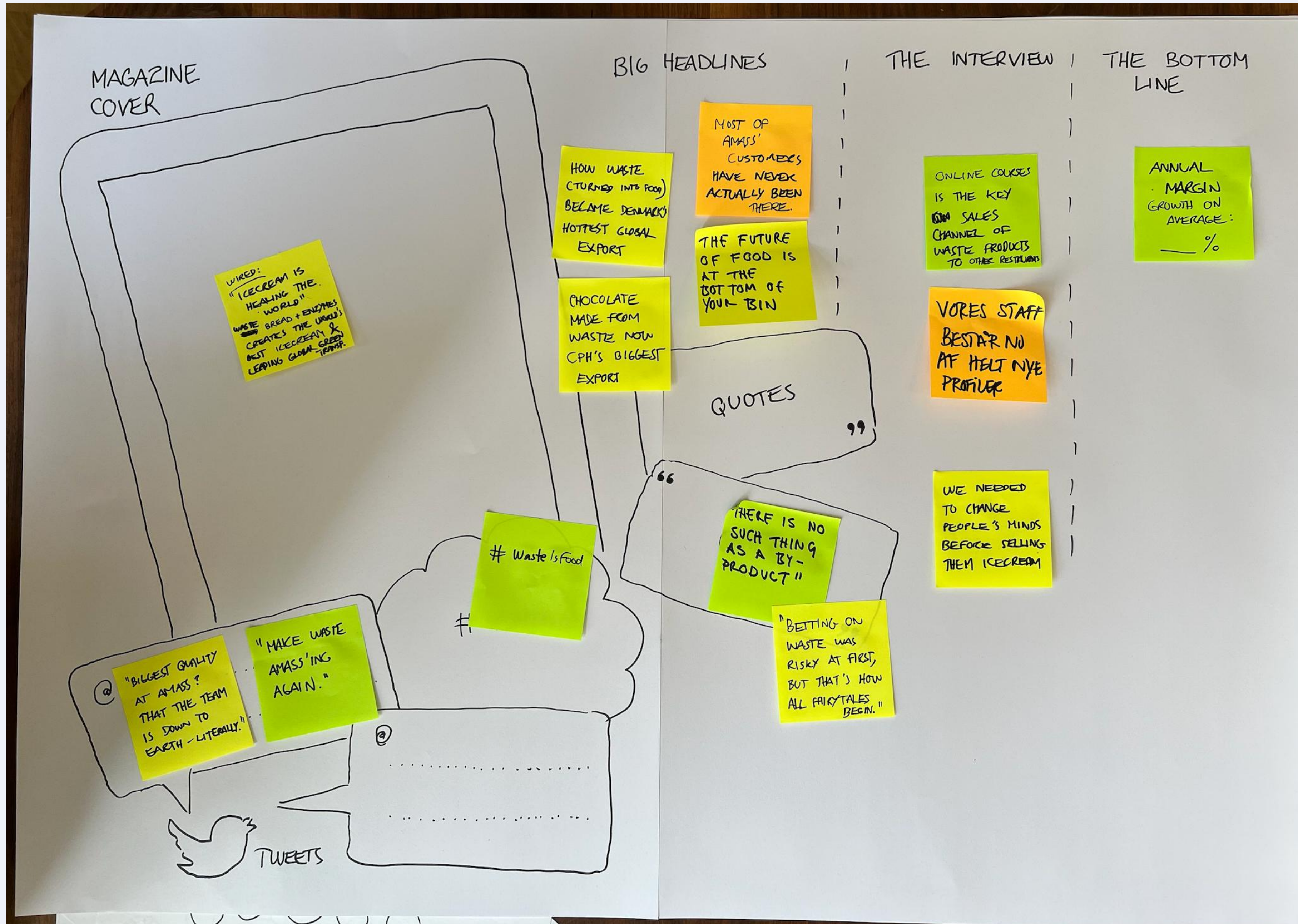


Finalize cover story vision

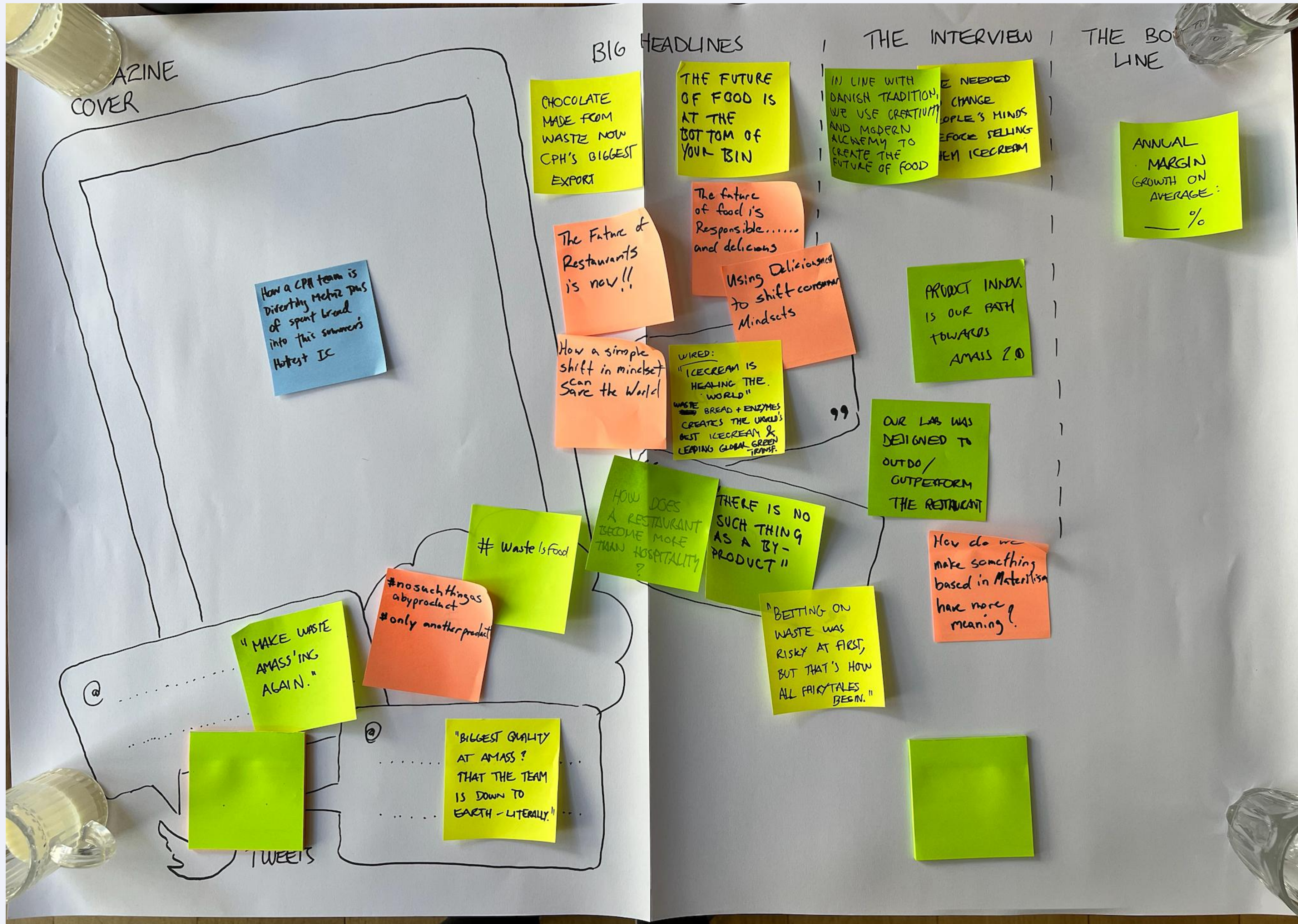
(45 mins)

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02



Vision (Old version)



Vision (Updated version from today)

Unique Value Proposition

(60 mins)

03



Customer perspective

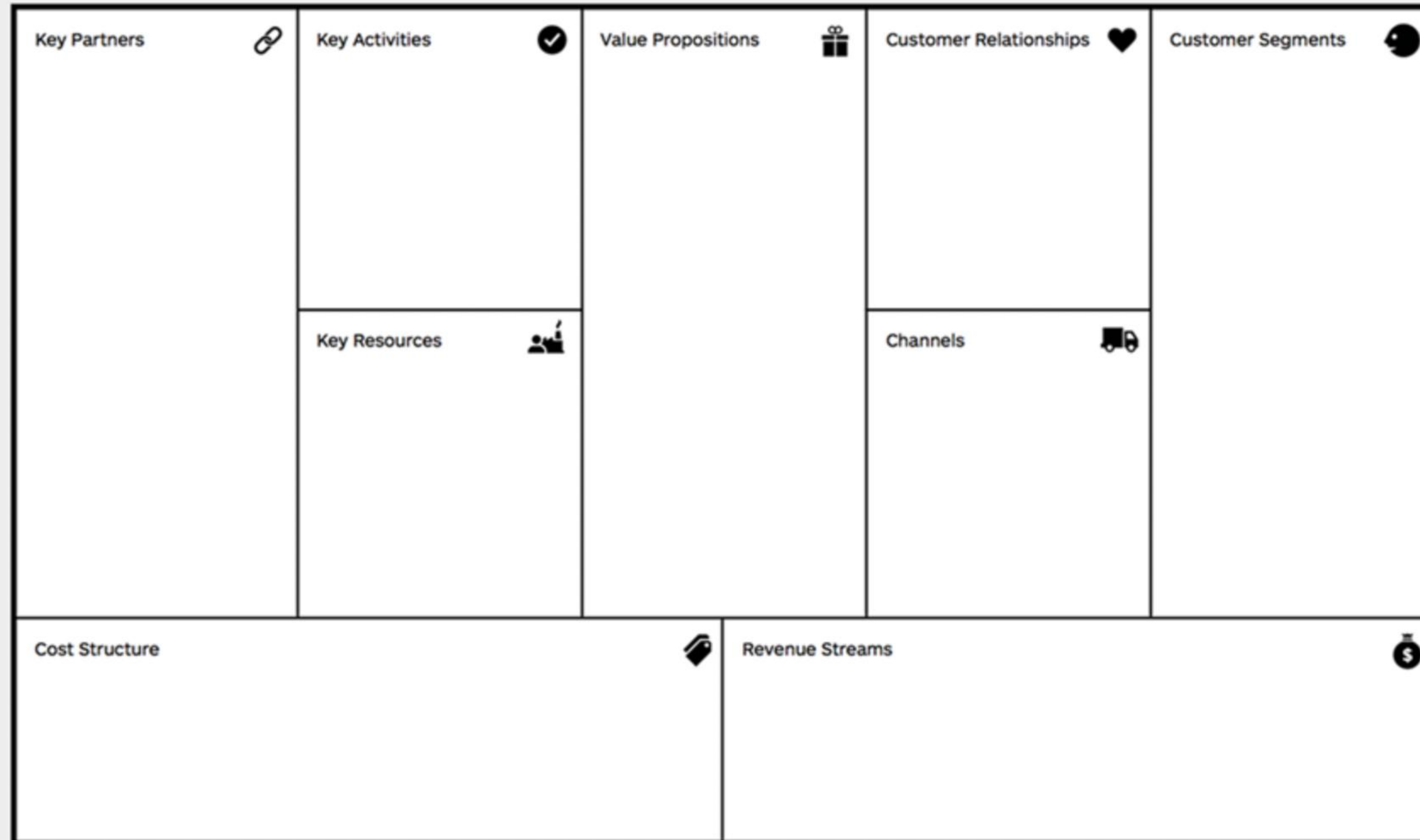
The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

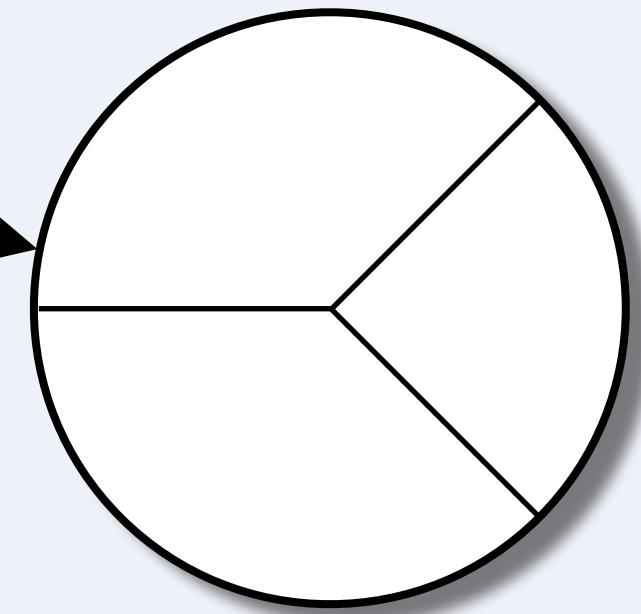
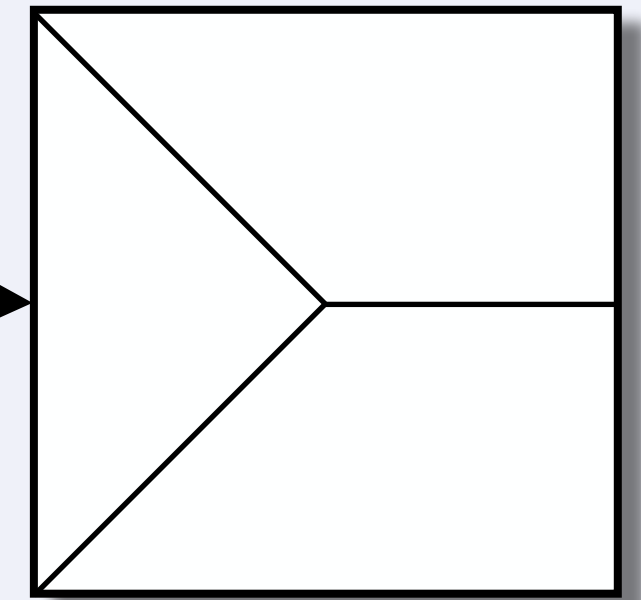
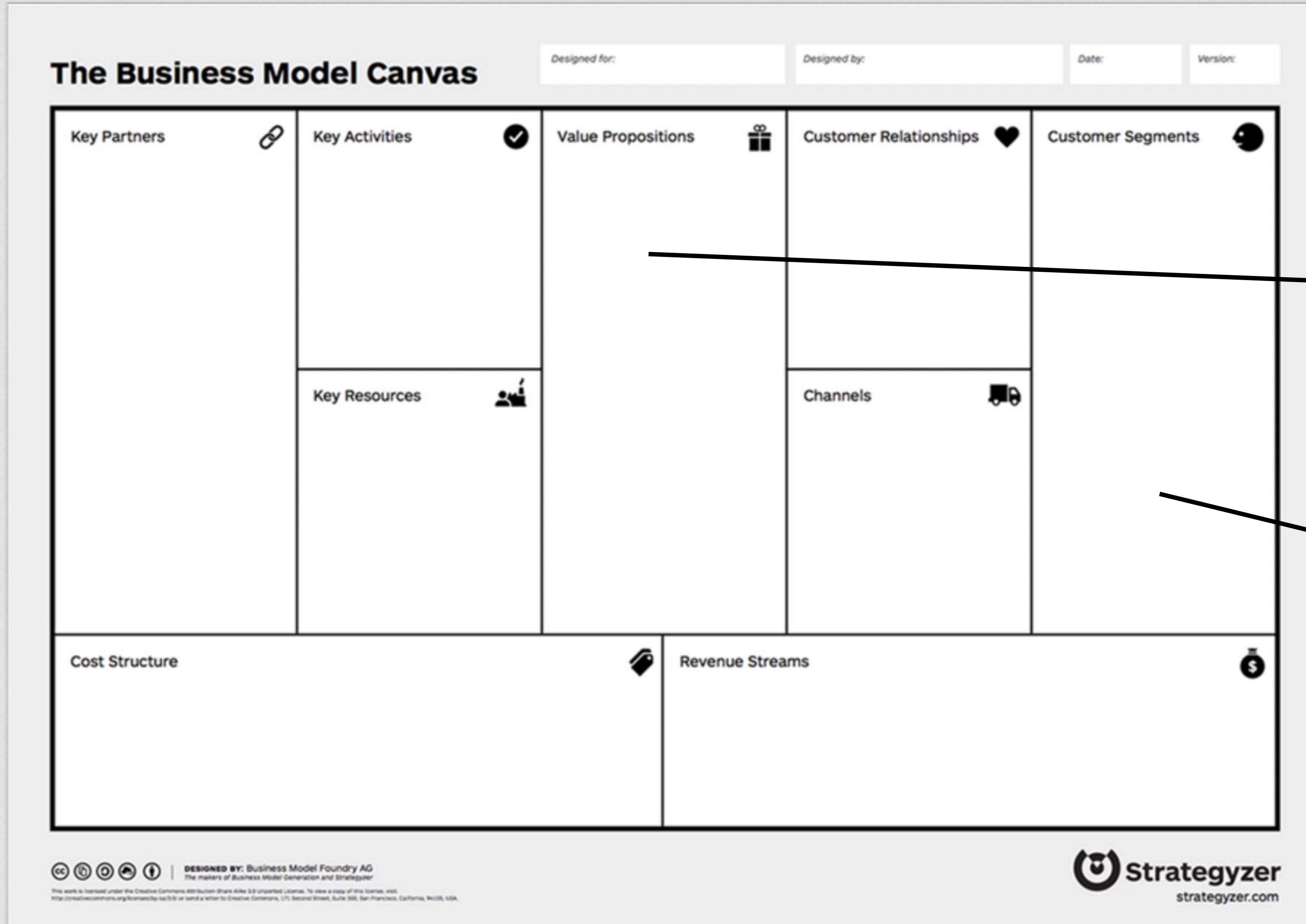


| **DESIGNED BY:** Business Model Foundry AG
The makers of Business Model Generation and Strategyzer
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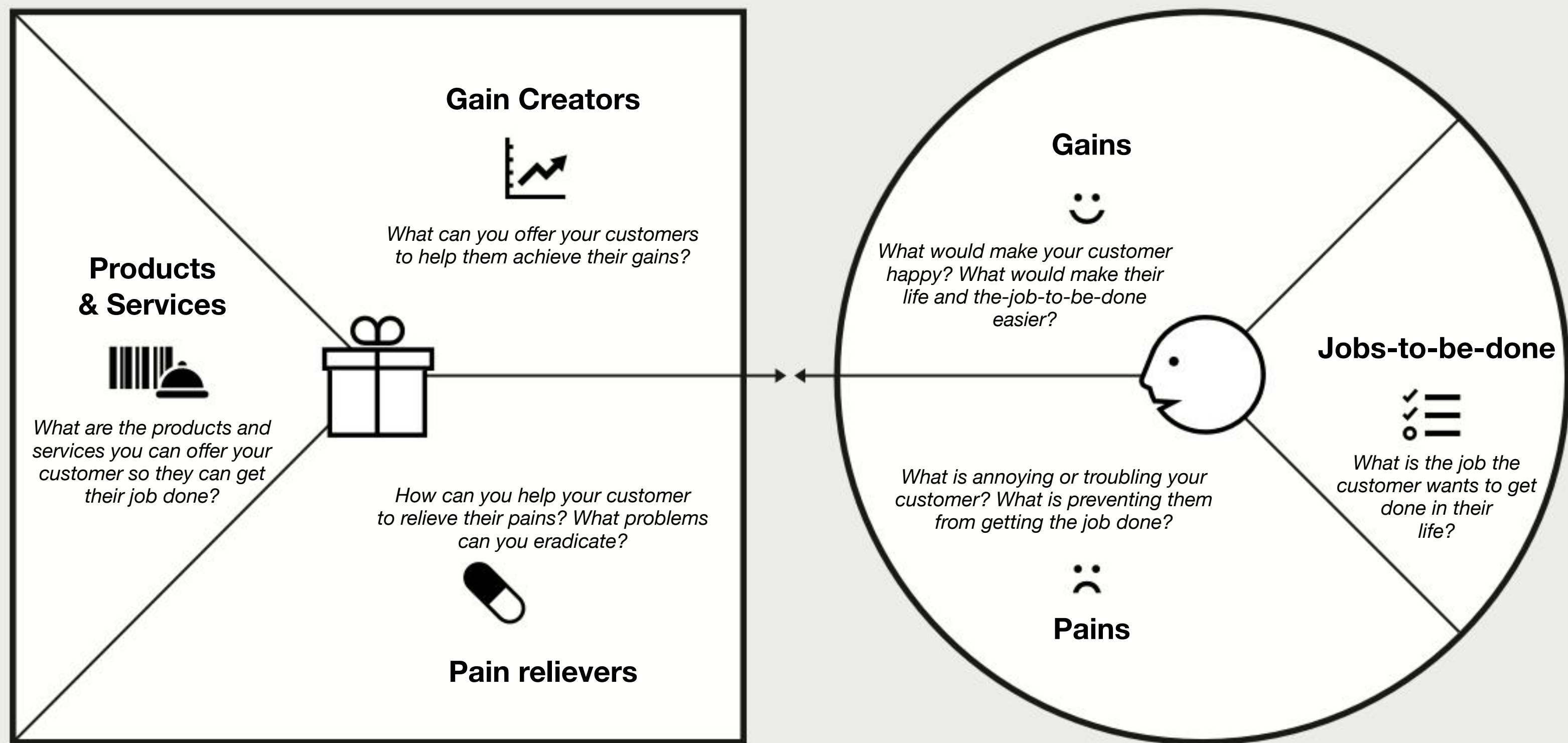
Source: strategyzer.com, released under a Creative Commons Attribution-ShareAlike 3.0 license.

Unique Value Proposition



The Value Proposition Canvas

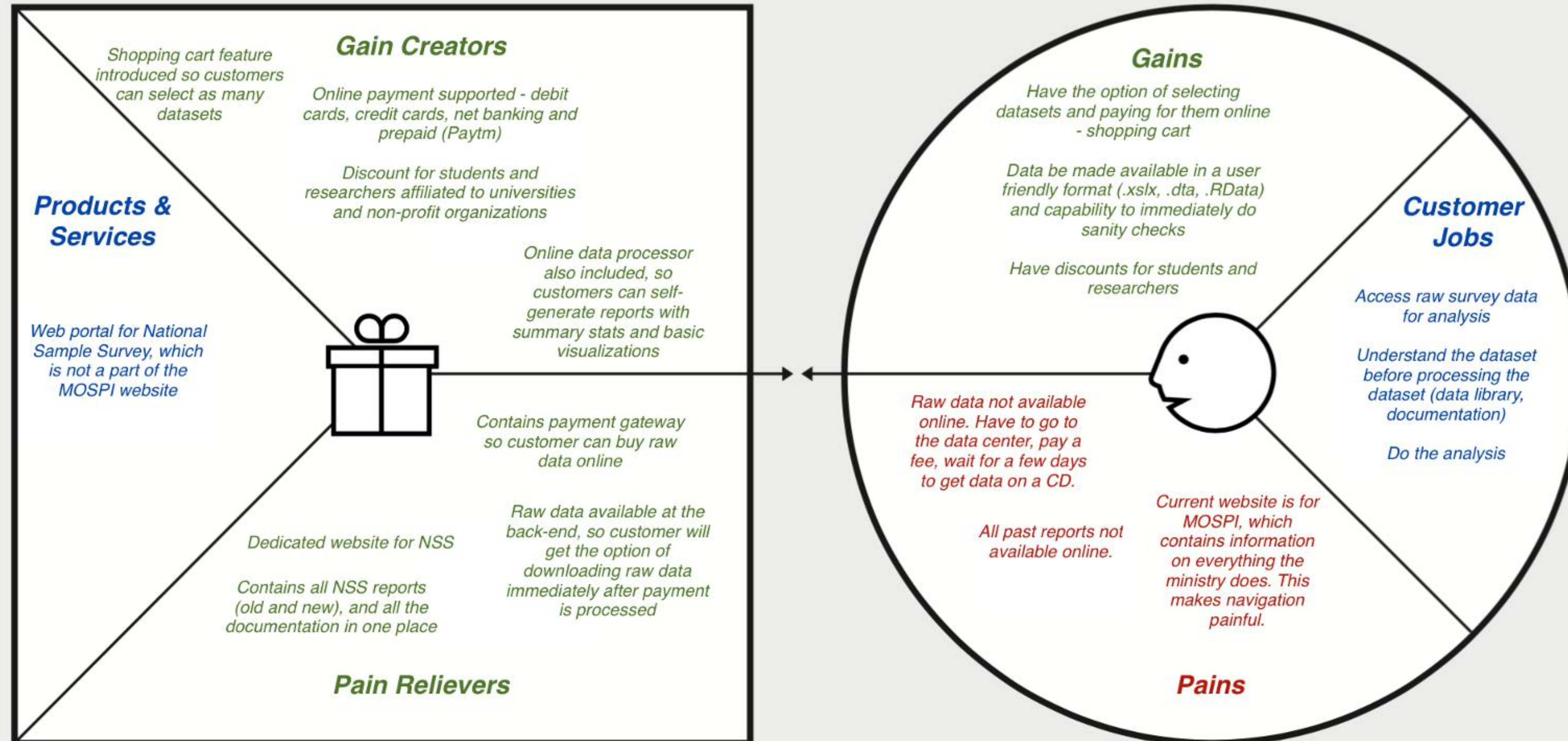
Unique Value Proposition



The Value Proposition Canvas

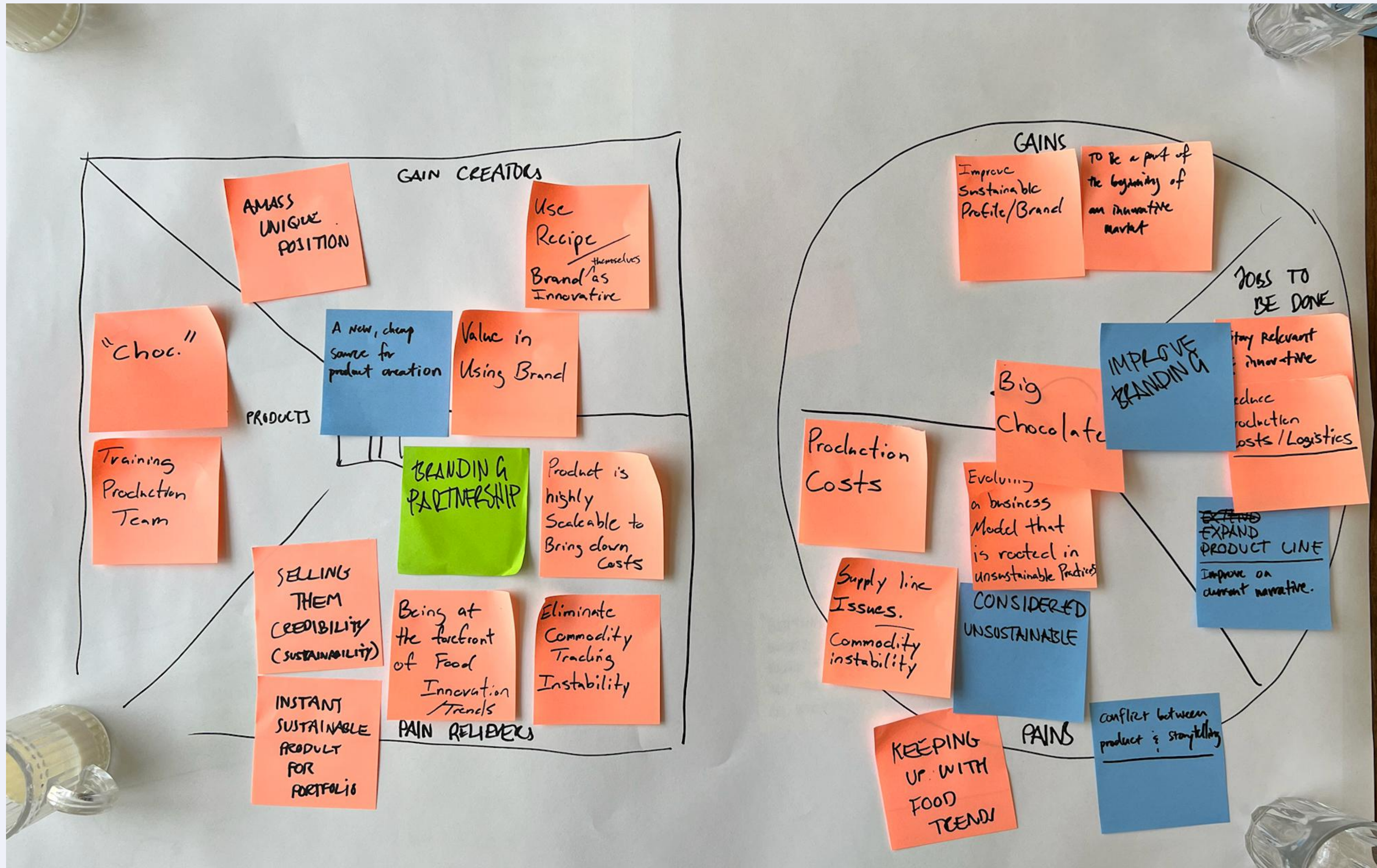
Value Proposition Web portal that generates reports and allows purchase of data

Customer Segment Researchers who use survey data from the NSS



Unique Value Proposition

Unique Value Proposition



Lunch

(30 mins)

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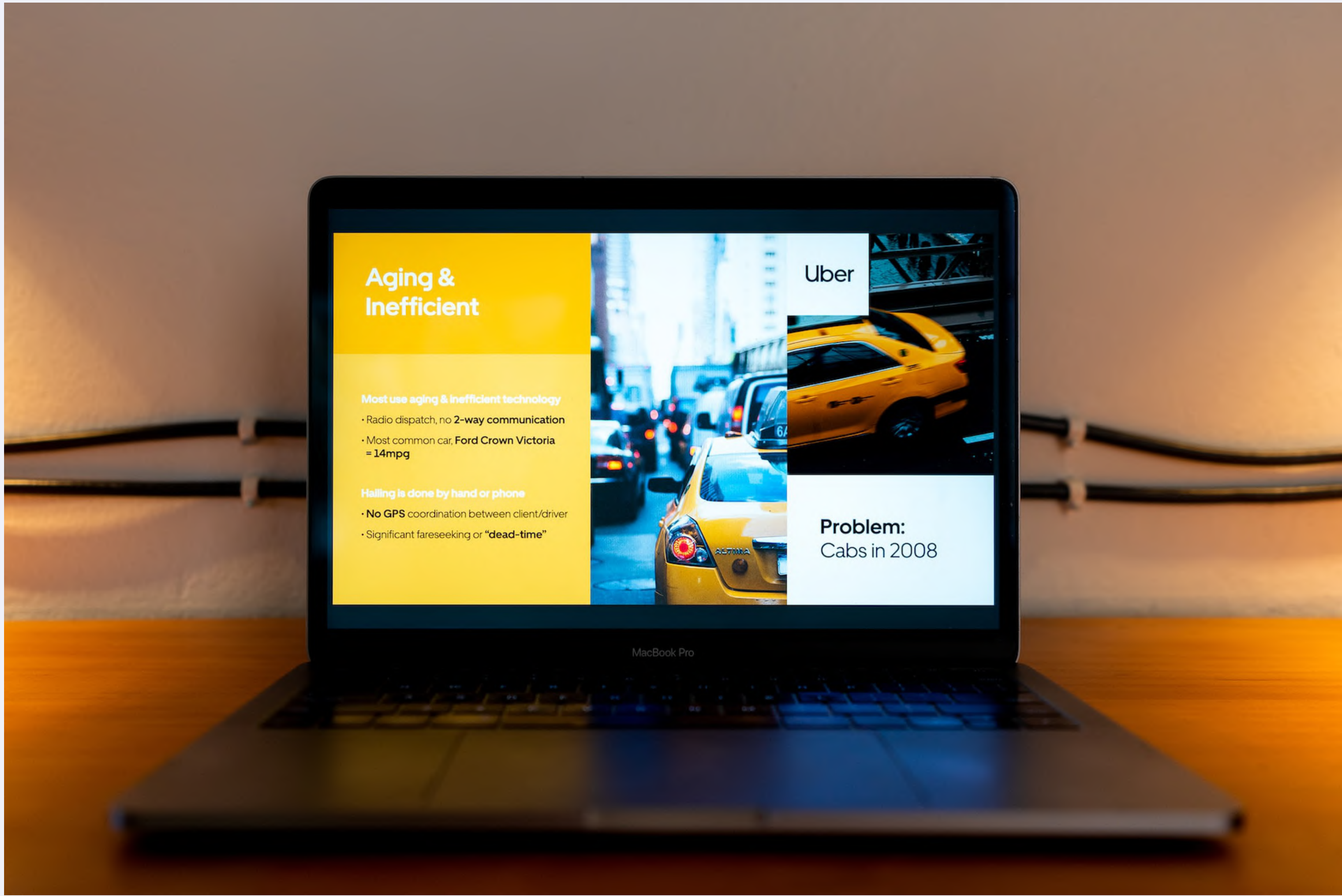
04

Building Pitch Deck

(60 mins)

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05



Pitch Deck

vs.

Sales Deck

Source: Photo by Photobean on Unsplash, licensed under the Unsplash license - 2022



01
Catchy tagline
[Title]

02
Key pain point
[Problem]

03
Why we tackle
[Mission]

04
Unique Value P.
[Solution]

05
Underlying magic
[Key benefits]

06
Main offer A
[Product dev]

07
Main offer B
[Education]

08
Main offer C
[Consulting]

09
Social proof
[Testimonials]

10
Get in touch
[Contact details]

Compiled & reworked by Sprængfarlig ApS in 2022 from these sources:

- Daniel Eckler - Design a Pitch Deck: Lessons from a Seasoned Founder, 2015*
- Guy Kawasaki - The Only Ten Slides You Need In Your Pitch, 2012*
- Forbes - Impress Investors With Your Great Pitch Deck, 2018*
- Steli Efti - Build the best sales pitch deck ever in 6 simple steps, 2020*
- Maggie Winters Gaudaen - The Slide Deck That Changed My Life, 2022*
- Andy Raskin - The Greatest Sales Pitch I've Seen All Year, 2017*

Slide icon by Bakunetsu Kaito on The Noun Project, CC BY

01
Catchy tagline
[Title]

Start with a big, undeniable change that creates stakes. Can be sourced from vision, contemporary culture, etc.

02
Key pain point
[Problem]

“Name the enemy.” (Issue to tackle)
The most important issue from UVP.
Optional: Back up by data/stat.

03
Why we tackle
[Mission]

Use mission - but make sure it is simple and compelling. “Tease the promised land.”

04
Unique Value P.
[Solution]

The most important value from UVP.

05
Underlying magic
[Key benefits]

3 x key benefits of working with you.
Your status, what makes you the best, etc.
Feel free to call it “magic.”

06
Main offer A
[Product dev]

Your most important offering.

07
Main offer B
[Education]

Your second-most important offering.

08
Main offer C
[Consulting]

Your third-most important offering.

09
Social proof
[Testimonials]

Evidence. What your existing (most relatable) customers are saying about you. Get quotes with permission. Choose 1-3 that are powerful.

Good advice

- Use **one phrase** (headline) per slide, maximum.
- Use **one sentence** (caption or subheader) to complement your headline, maximum.
- Use **one image** (visual representation of the headline or caption) per slide, maximum.
- Source **non-licensed images**. Especially if you can't afford a designer or photographer.

- Go-to-Market Plan
- Competitive Analysis
- Management Team
- Financial Projections and Key Metrics
- Current status, accomplishments to date, timeline and use of funds

**What will be
missing
(intentionally)**



Pitch Deck

Wrap up

(15 mins)

—

06



▶ Questions & concerns?