AGENDA

1. MAP Selection Stages

2. The Application
   Breakdown: Atticus

3. The Pitch
   Breakdown: Smileyscope (MAP17)
   Breakdown: Acusensus (MAP18)

4. Q & A

MAP19 Selection Process

MAP19 SELECTION PROCESS

STAGE - 1	STAGE - 2	STAGE - 3	STAGE - 4	LAUNCH EVENT
Online Application	Initial Interview MAP Team & Experts	Pitch Night	Final Interview Selection Committee	MAP Accelerator Launch
Closes : 7th April 2019	15th, 16th and 17th April 2019	1st May 2019	6th or 7th May 2019 (TBC)	21st May 2019
Startups submit an online form to MAP	Shortlisted startups will interview with the MAP team and experts	Shortlisted startups will present their 3-minutes pitch to MAP mentors and stakeholders	Shortlisted startups will interview with the selection committee and 10 startups will be selected into the accelerator	The 10 selected startups will present at the official MAP19 Accelerator Launch

THE PROCESS

1. Written application (~500 words)
   Panel review

2. In-person interview (<50 teams)
   2-3 interviewers, 20 minutes
   3 minute **pitch**, 17 minute Q&A

3. Pitch night (<25 teams)
   ~50 mentors
   3 minute **pitch**, no Q&A

4. Final interview (<15 teams)
   5 judges
   3 minute **pitch** plus 17 minute Q&A

There will be due diligence done on the companies that reach to the Final Stage of the Application Process.

THE APPLICATION: General Advice

1. As simple as possible – avoid jargon

2. Write & review several times

3. Get external feedback (preferably from people who don't know about your startup)

4. Use your voice

5. Don't submit at the very last minute

1. What is the problem your startup aims to solve?

You can include things like the scale and importance of the problem, market dynamics, and unique insights you might have. Please keep your answer under 50 words.

We want to know:

What is the problem area?

Is it solvable?

Is it worth solving?

Is there a high growth potential here?

Atticus example:

Financial product disclosure documents (including prospectuses and product disclosure statements) are reviewed line-by-line by lawyers and other advisors, with each statement requiring supporting material. An average disclosure will have over 1500 statements. This process is currently performed with significant cost and risk, and often with pen and paper.

THE
APPLICATION

2. Who are you solving this problem for?

You can include things like your value proposition to your target market, who pays for the service and where your impact is created. Please keep your answer under 50 words.

We want to know:

Who is your customer / stakeholder?
Business model as applicable
What effect will success have on your audience?

Atticus example:

Law firms, investment funds, and ASX listed companies. All of these firms are looking for an efficient solution to review their public disclosures.

THE
APPLICATION

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3. What is your solution to this problem?

You can include things like a brief description of your product/service, and why your product/service is different from other solutions. Please keep your answer under 75 words.

We want to know:

How does it work?

How differentiated is it / will it be?

Why is it the right solution?

Atticus example:

Atticus streamlines the entire review process in an cloud-based workspace where people can collaboratively verify documents. It automates the most time-consuming and frustrating parts of the verification. The 'old way' with pen and paper is inefficient, and unlike our competitors, in Atticus, you can verify any type of document and any stage of drafting.

THE
APPLICATION

4. Why is now the right time to solve this problem?

You can include things like recent technological developments, recent market trends, or recent shifts in consumer demand. Please keep your answer under 50 words.

We want to know:

What's happening in your market?
What is changing to ensure/hamper success?
Exploding vs stable vs shrinking market conditions

Atticus example:

In the last 10 years, virtual data rooms have acclimatised law firms to the use of cloud software. They are now looking for more solutions to streamline specific workflows. Funds and listed companies are also particularly focussed on cost-effective compliance in the wake of the Financial Services Royal Commission.

5. Why are you the right team to solve this problem?

You can include things like the lived experience or qualifications of your founders, your skills and abilities, and your connections to customers. Please keep your answer under 50 words.

We want to know:

Who is the team?

Connection to problem / solution / market

Past achievements

Atticus example:

Saul worked as a corporate lawyer who had to verify disclosure documents and has deep connections in the legal industry. Misha and Mitchell are highly skilled full-stack developers from Palantir Tech, with complementary development strengths.

THE
APPLICATION

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6. How will your startup be financially sustainable?

You can include things like your revenue model, your cost structure, and the unit economics of your product/service. Please keep your response under 75 words.

We want to know:

How will you grow?
What is the business model?
Pricing / costs as applicable

Atticus example:

We operate a SaaS model, and charge for use of our software from the beginning. We offer the software Per-Deal (when there is a specific document that a firm needs to verify) or on an Annual Subscription for firms that have a sufficiently high deal-flow.

7. Tell us about your progress so far.

You can include things like any prototypes/MVPs you have created, any interest from current/future customers, and any revenue or investment. Please keep your response under 75 words.

We want to know:

Progress

Validation

ALL sources of revenue/funding to date

Atticus example:

- Obtained our first paying customer in April 2018.
- Currently running a pilot with a top-tier firm in April 2018.
- Awarded a $20,000 Start-up Grant from the City of Melbourne in March 2018.

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8. Tell us how MAP can help your startup succeed.
You can include things like your key milestones for the next 5 months, any key challenges MAP could assist with, and any resources from MAP or the university that could help. Please keep your response under 50 words.

We want to know:
Why do you want to do MAP?
How can MAP help in the next 6 months?
What do need help with generally?

Atticus example:
As our product validation becomes clear in the coming month, we'll need support to reflect on our sales processes and pricing. We aim to have 10 verification performed in the 5 months, and would appreciate the support of the mentors when questions arise during these early sales.

THE
PITCH

1. What is it

2. Why we care

3. Why you care

4. What job is your pitch doing?

5. Start working on it now

3-MINUTE PITCH FORMAT
Not prescriptive..!

1. Introduction: 5s

2. Problem: 15-30s

3. Solution: 30-60s

4. Market: 10-15s

5. Business Model: 15-30s

6. Traction: 30-45s

7. Competition: 10-20s

8. Team - 10-20s

9. The way forward - 5-15s

PITCH CHECKLIST

Introduction

- Introduce yourself
- One sentence elevator pitch
- Traction teaser (if you have it)

Problem / Solution

- What's the problem you solve?
- Do you have a deep understanding of this problem?
- What's your solution?
- Is your solution well validated?

What is your market?

- Who uses your product?
- Why do people need your product?
- How big is the market?
- Is the market large and/or growing?
- Is your understanding of the market accurate and complete?
- Why is now the right time?

This applies to both your pitch & interview

PITCH CHECKLIST

Business model and growth

- Do you have a viable and well-understood revenue or funding model?
- How will you grow and achieve scale?
- How are you positioned relative to others?

Traction

- What is your progress?
- All forms of funding / revenue
- Customers, partners
- Keep it tangible

Competition

- What else is out there?
- Why are you different?
- You don't have zero competition

This applies to both your pitch & interview

PITCH CHECKLIST

Team

- SHORT overview
- Connection to problem
- Connection to each other

What's next

- Where MAP will get you to
- What you will do with the MAP opportunity
- What's after that

This applies to both your pitch & interview

Taking Feedback & Iterating

1. Watch as many pitches as possible FIRST

2. Practice & remember

3. Collect all feedback

4. It's all opinion

5. It's mostly valid

6. It's not personal

7. Audience matters

THE DECK

1. Illustrates and enhances your pitch

2. Should distill, not extend

3. Don't distract or confuse the audience

4. Show photos of team

5. Show the product if possible

Taking the right medication is a daily burden!

SOLUTION SLIDE (SIMPLE PHARMACY)

Simple is an online pharmacy that packages medications according to your schedule

PITCH BREAKDOWN: SMILEYSCOPE

https://www.youtube.com/watch?v=rGwC3HMWrHs

1. Intro: 10s

2. Problem: 45s

3. Solution/market: 35s

4. Team: 20s

5. Solution II: 15s

6. Traction: 30s

7. What's Next: 30s

NOTES:

Doesn't spend time on market or business model

Emphasizes traction and solution

Doesn't get stuck in the technical weeds

Indirectly effectively addresses competition

Sticks to the compelling facts that may be unknown to the audience

PITCH BREAKDOWN: ACUSENSUS

https://www.youtube.com/watch?v=yHUjKscz1M4

1. Intro: 5s

2. Problem: 30s

3. Opportunity / Solution: 15s

4. Team: 15s

5. Solution II: 25s

6. Traction: 60s

7. What's Next: 30s

NOTES:

Excellent plain language communication

Doesn't address competition

Doesn't talk about economics

Great photos

Questions

Raise your hand and we'll send a microphone your way.

APPLICATIONS CLOSE 11:59pm THIS SUNDAY!