



South Bank Ignite Bootcamp

Enterprising
Futures at **LSBU**





Semi-Finals, right?!

TODAY



Semi-Final & Final

- Applications & Rounds
- Categories & Judges
- Timelines & Deadlines
- Pitching
- Support & Resources
- Next Steps
- Q&A
- Closing



APPLICATIONS & ROUNDS



South Bank Ignite	Applications	Eligible
Round 1	★ 78	
Round 2	★ ★ 32	Works Programme
Semi-Final	★ ★ ★ 27	Works Programme + Marketplace
Final	★ ★ ★ ★ 12	Works Programme + Marketplace + Final

South Bank Ignite 2024 Winner

Works Programme + Marketplace + Final + Prize Money



this space is reserved for you

CATEGORIES & JUDGES



South Bank Ignite	Categories	Judges	Selection
Semi-Final	4 in total: <ul style="list-style-type: none">○ B2B○ B2C○ Impact○ Innovation	3-5 judges per category	3 from each category go through
Final	4 in total: <ul style="list-style-type: none">○ B2B○ B2C○ Impact○ Innovation	3-5 judges per category	to be confirmed

TIMELINES & DEADLINES



South Bank Semi-Final	
Category	Businesses (8)
B2B	<ul style="list-style-type: none">• Immerse Vision• WashMy• OpenStaff• Eco-Cycle Solution• RXCEL• Sharp Pay• Cross Waves• Lilly Pad Productions

TIMELINES & DEADLINES



South Bank Semi-Final	
Category	Businesses (9)
B2C	<ul style="list-style-type: none">• Gated Community• Inside Afrobeats• SereneScreen• Taste 'n' See• Tranquil Mind• Serene Paradigm• Felly Mode Bespoke Design• After Birth London• Eats In The Box

TIMELINES & DEADLINES



South Bank Semi-Final	
Category	Businesses (5)
Impact	<ul style="list-style-type: none">• Donatio• Greenflow Solutions• Footnet• Ground Me Limited• ZenDen Sensory Spaces

TIMELINES & DEADLINES



South Bank Semi-Final	
Category	Businesses (5)
Innovation	<ul style="list-style-type: none">• Lodgepal• Denimolite Ltd• Praxis Guild• CatCare Ltd• TallocAI

TIMELINES & DEADLINES



South Bank Semi-Final		
What	How	When
Share with us your pitch deck	by email, pdf or ppt	no later than Friday, 17 May
Pitch in front of judges	in person	22 May 10 am – 2pm





Always be selling!

ALWAYS BE SELLING

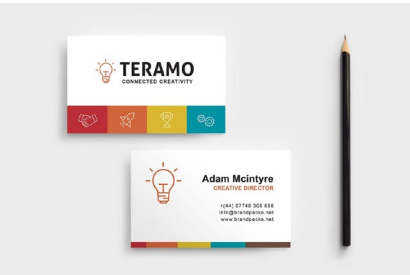


What we'll **need** from you:

- Name **tags**



- Business **cards** to help you network



- A small **sign** for your Marketplace stall



- The 2024 South Bank Ignite Festival **Directory** of LSBU Entrepreneurs



ALWAYS BE SELLING



What we'll **need** from you:

- Your full name
- Your business name
- Your value proposition (*as per your presentation slides*)
- Your business website
- Your business or personal social media accounts
- Your contact information (phone and / or email)
- Portrait photo and / or business logo

Information provided will be public so ensure you triple everything and include URLs that are live or will be live by 5 June.

If in a team, provide details for all team members.

no later than
Friday, 17 May





South Bank Ignite Semi-Finalist and Finalists Display Details

You're in the spotlight! As a South Bank Ignite Semi-Finalist (and potential future Finalist), all eyes are on you and your business idea. Help make sure your information and business details are correct throughout the South Bank Ignite Final Marketplace and Festival.

Please email the completed document with supporting images to studententerprise@lsbu.ac.uk.

The information you provide here will be used to create:

- Name tags
- Business cards to help you network
- An A4 sign for your Marketplace stall
- The 2024 South Bank Ignite Directory of LSBU Entrepreneurs

If you are part of a business team, please include everyone's details in this single form.

Be extra careful! All the details you provide below will be published and printed publicly. Check your spelling and links twice, and make sure you are happy for anyone to have this info.

Your full name as you would like it to appear publicly

Your business name

Your business website *Please only provide website URLs that are live or will be live by 5 June.*

Your business or personal social media accounts *Please only provide direct URLs or handles that are live or will be live by 5 June.*



PITCHING



What is **pitching**?

PITCHING



It's simply the art of
telling a **compelling** story.

PITCHING



Ok, but what are judges looking for so I can
prepare and practice my pitch?

MARKING CRITERIA



Dimension	Direction
Desirability (Who – Research, Key Audience and Value Proposition)	How well articulated and defined is the value proposition? How well identified and defined is the target audience and their needs or wants? How strong is the customer feedback or market research in supporting the idea?
Viability (How – Market, Business Model and Key Activities)	How well joined are the suggested key activities with the overall idea? How realistic and accurate is the research around competitors and substitutes? Are the business model and the revenue streams logical?
Feasibility (What – Business Strategy, Execution, Implementation)	How well identified are potential partners and resources needed to support this idea? How compelling is the customer acquisition and retention strategy? Is there a clear timeline and milestones for executing the idea?
£3K Prize Money	Is there a clear understanding outlining how the prize money will be allocated?
Category Specific Questions [B2C B2B Innovation Impact]	B2C How does the idea capture and retain customer interest and engagement? B2B How does the idea integrate into existing workflows of potential businesses? Innovation How does the idea plans to continue to innovate? Impact How does the idea measure its impact?
Presentation and Communication	Was the delivery of the presentation clear, cohesive, and coherent? Were the questions and the feedback addressed in a persuasive and confident way?

PITCHING



Remember, tell us a **compelling** story.

STRUCTURE & CONTENT



Pitch Structure:

1. Elevator Pitch
2. Research, Target Audience, and Needs or Wants
3. Competitive Analysis, Your Solution and Your Value Proposition
4. Your Business Model
5. Timelines and Milestones
6. Prize Money Allocation and Why You
7. Conclusion with Impact
8. The End

STRUCTURE & CONTENT



Elevator pitch: Start with a simple and concise elevator pitch:
Hi and welcome...

Hi, I'm _____ (your name), founder of _____ (your business name).

Our _____ (is your business a product or a service?)

helps _____ (who is your target customer?)

who want to _____ (what problem / need / goal is your customer looking to accomplish?)

by _____. (what tasks / actions does your business aim to accomplish?)



STRUCTURE & CONTENT



B2C

Hi, I'm **Rui** (your name), founder of **OneScoopPlease** (your business name).

Our ice-cream product (is your business a product or a service?)

helps people with food allergy (who is your target customer?)

who want to enjoy non-dairy delicious flavours (what problem / need / goal is your customer looking to accomplish?)

by creating a range of flavourful, non-dairy ice cream options made from high-quality, plant-based ingredients. (what tasks / actions does your business aim to accomplish?)

STRUCTURE & CONTENT



B2B

Hi, I'm **Rui** (your name), founder of **FlatTyre** (your business name).

Our tyre courier service (is your business a product or a service?)

helps automotive businesses (who is your target customer?)

who want to reduce the hassle of not having stock available (what problem / need / goal is your customer looking to accomplish?)

by providing a reliable, timely, and cost-effective tire courier service. (what tasks / actions does your business aim to accomplish?)

STRUCTURE & CONTENT



Freelance

Hi, I'm **Rui** (your name), founder of **WebDevForev** (your business name).

Our web development service (is your business a product or a service?)

helps small businesses (who is your target customer?)

who want to establish a strong online presence (what problem / need / goal is your customer looking to accomplish?)

by designing and developing customized, user-friendly websites that enhance their brand visibility and engagement. (what tasks / actions does your business aim to accomplish?)

STRUCTURE & CONTENT



A template for a pitch deck slide. It features a white background with a large orange shape on the left side that contains a dark blue hexagonal logo with a white outline and the word "placeholder" below it. To the right of this shape, the text "Your slogan goes here." is displayed in a bold, sans-serif font, with "here." in orange. In the top right corner of the slide, there is a small orange square containing a white letter "Y". In the bottom right corner, the text "Pitch Deck • Month 20XX" is written in a small, grey font.

STRUCTURE & CONTENT



Research, Target Audience, and Needs or Wants: Present the research that supports your idea. Define your target audience precisely and explain their needs or wants that your product or service will satisfy.

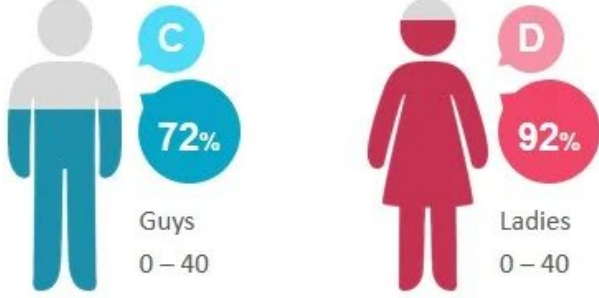
Example: Our market research surveyed over 300 local coffee shop patrons, revealing that 75% are seeking faster service without compromising coffee quality. Our target audience is tech-savvy coffee lovers aged 18-35 who value speed and quality. They want a solution that minimizes wait times and provides a consistently excellent product. To meet this demand, our automated coffee kiosk uses precision brewing techniques to deliver gourmet coffee in under a minute.

STRUCTURE & CONTENT



MARKET RESEARCH

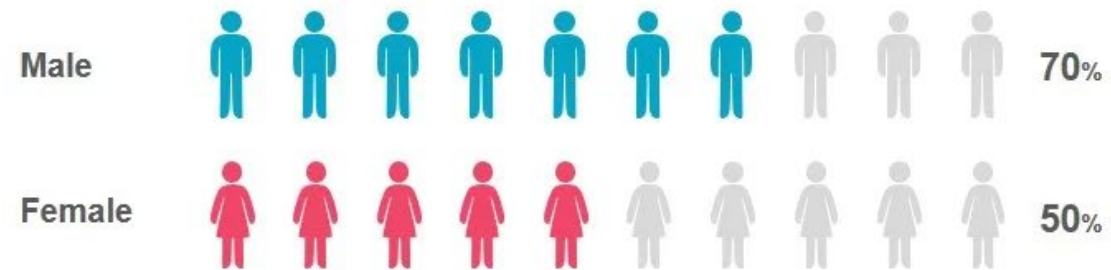
Respondents



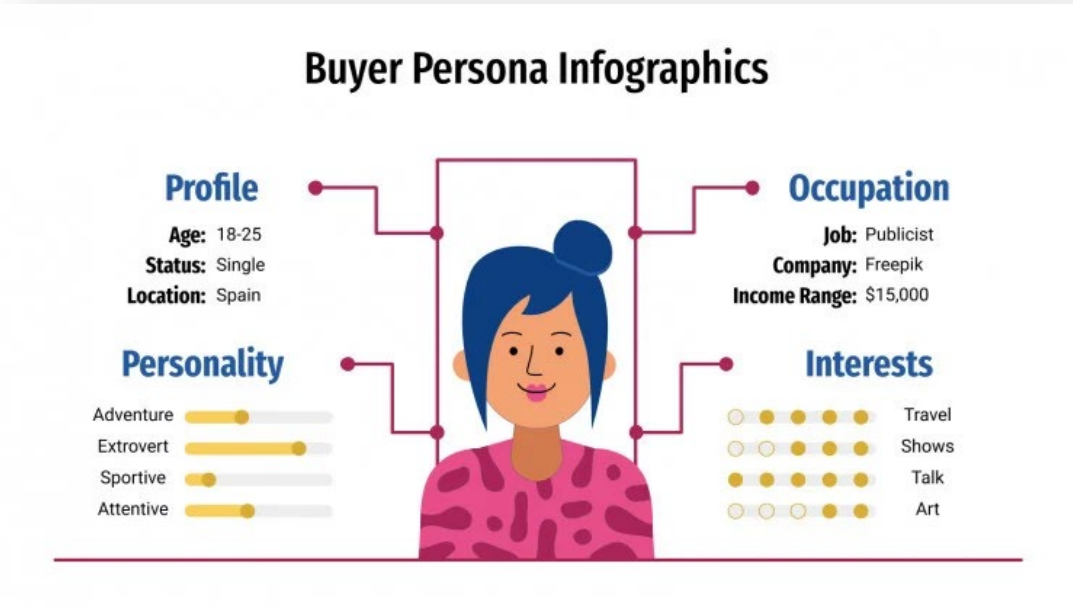
Region



Gender



STRUCTURE & CONTENT



Bio
Working mom looking to buy a new home. Her current house seems too small now that she has a second kid. She is searching for a bigger space close to her current location to accommodate her growing family.

Quote
“ I feel like it's time for us to find a bigger place, where each of us will have enough room for their needs and where our kids and their own kids will come to stay for Christmas. But making such a decision is really hard since I already have so much on my plate.”

Pain points
- The current house is too small for her growing family.
- Finding a perfect location is challenging since it should meet her needs, as well as her kids' and her husband's needs.
- Juggling work and family life is also challenging. She doesn't have enough time for a home search.
- The economic instability in the country leads to her thinking that buying a house right now is risky and it needs to be a very smart investment decision. However, she has no experience and little knowledge in this area.

Factors influencing buying decisions
- Agency: most of the communications and operations should be carried out online, speed and clarity are very important.
- House: Distance from the city + local infrastructure, space, and modern decor.
- Her husband is the biggest influencer when it comes to selecting the agency and the house.
- Reviews and social proof around real estate agencies are a deal-breaker.

Demographic info
Age: 37
Location: New York State
Family Status: Married, 2 children

STRUCTURE & CONTENT



Competitive Analysis, Your Solution and Your Value Proposition: Show a competitive analysis to show what currently exists and then introduce your solution as a better alternative. Clearly articulate your value proposition.

Example: Current competitors in our market include traditional coffee shops and fast-food outlets, which fail to balance speed with quality. Our solution, QuickBrew, uses advanced AI to predict ordering patterns and prepare beverages faster without sacrificing taste. Our value proposition is 'Gourmet Coffee at Fast Food Speed,' offering consumers the best of both worlds.

STRUCTURE & CONTENT



COMPETITIVE ANALYSIS

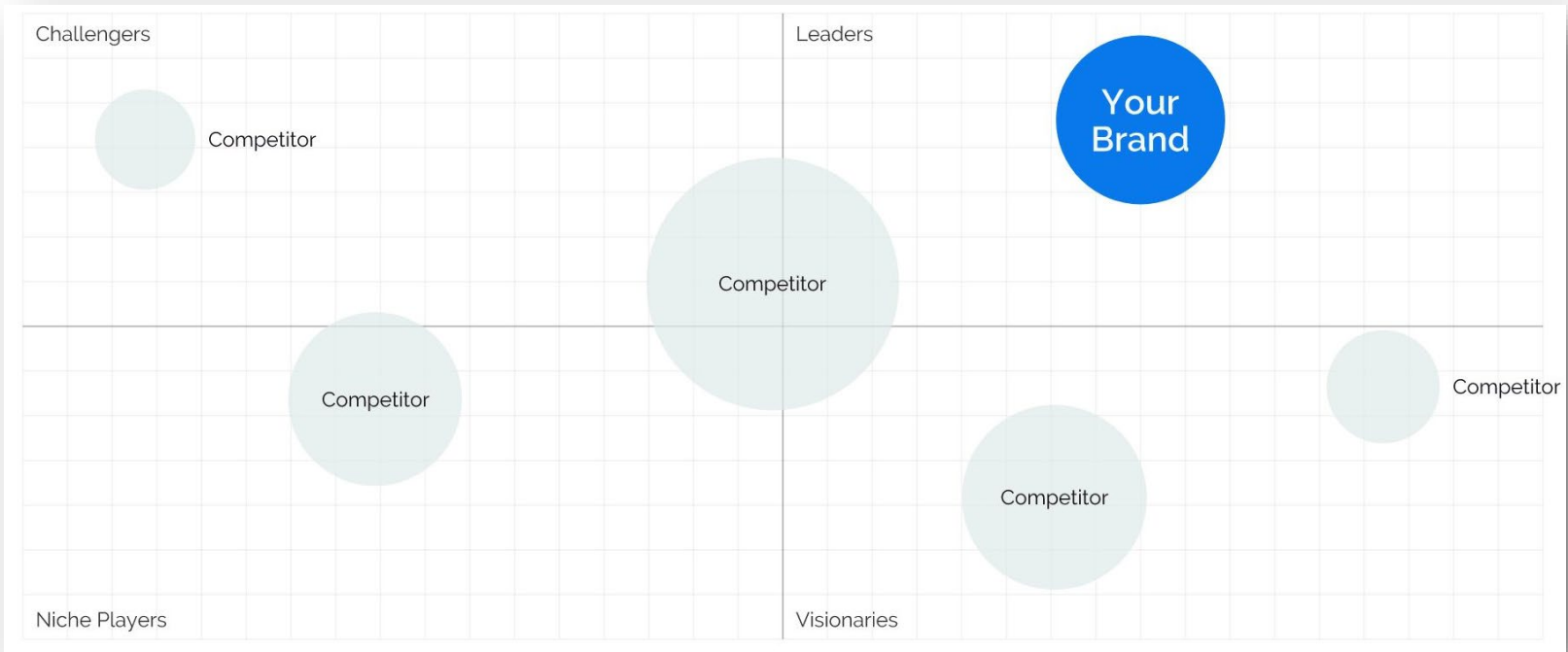
	Competitor 1	Competitor 2	Competitor 3	Competitor 4
Feature 1	✓	✓	✓	✓
Feature 2	✓	✗	✓	✓
Feature 3	✗	✓	✓	✓
Feature 4	✓	✗	✗	✓
Feature 5	✓	✓	✓	✗
Feature 6	✗	✓	✓	✗

Technology
UBER

Mobile phones + intelligent scheduling
Applications for iPhone, BlackBerry, Symbian
Operations research for route optimization

Payment/utilization /reputation tracking

Patent-pending system design



STRUCTURE & CONTENT



Your Business Model: Explain how your business will make money and detail your revenue streams.

Example: QuickBrew will operate on a direct sales model. We plan to place our automated kiosks in high-traffic areas such as airports, malls, and downtown business districts. Revenue will be generated from coffee sales and premium upsells, such as customized flavors and add-ons. We also plan to partner with local businesses for kiosk placements, sharing a percentage of the profits.


STRUCTURE & CONTENT



Revenue Model

Transparent & scalable pricing

Free	Advanced	Pro	Enterprise
-	\$79	\$199	\$999
<ul style="list-style-type: none">✓ Blank presentation✓ Tutorials	<ul style="list-style-type: none">✓ 80+ slides template✓ Tutorials✓ Support	<ul style="list-style-type: none">✓ 80+ slides template✓ Financial model✓ Tutorials✓ 1:1 Support	<ul style="list-style-type: none">✓ Custom pitch deck✓ 15+ custom slides✓ Financial model template✓ Unlimited revisions✓ Support



Business Model:
we take a 10% commission on each transaction

\$84 MILLION DOLLARS	\$25 AVERAGE FEE	\$200 MILLION DOLLARS
Trips with AirBnB 15% of Available Market	\$80/night for 3 nights	Revenue Projected by 2011

STRUCTURE & CONTENT



Timelines and Milestones: Provide a timeline for your idea's development phases and milestones.

Example: Phase 1 involves the development and testing of our prototype kiosk, set to be completed within the first six months. Phase 2 includes a three-month pilot launch in downtown business districts to gather user feedback and refine the model. The final phase, rolling out to additional markets, is targeted for completion nine months post-launch, with the goal of installing 50 kiosks by year-end.

STRUCTURE & CONTENT



The image displays three slide thumbnails from a presentation. The first slide on the left is titled "Your Roadmap" in green and features a horizontal timeline with four phases: "20XX", "Phase X 20XX", "Phase X 20XX", and "Phase X 20XX". Each phase has associated text and a bar chart below it. The second slide in the middle is also titled "Your Roadmap" in orange and shows a horizontal process flow with four steps, each represented by an icon (person, ear, person with gear, and hand holding a document) and a text box. The third slide on the right has a purple-to-blue gradient background and is titled "Lorem ipsum dolor sit amet timeline". It features three numbered steps (01, 02, 03) with corresponding text boxes. A small video player icon is visible in the top right corner of the second slide.

STRUCTURE & CONTENT



Prize Money Allocation and Why You: Explain how you will use the prize money to advance your project.


Example: The prize money will be allocated towards building the first prototype of the QuickBrew kiosk. This initial investment will help cover costs for materials, software development, and securing the first location. Our team consists of experienced engineers, a seasoned barista, and a business developer, making us uniquely qualified to bring this innovative coffee solution to market efficiently.

STRUCTURE & CONTENT





TEAM

Our leadership team





John Doe
CTO






John Doe
CEO

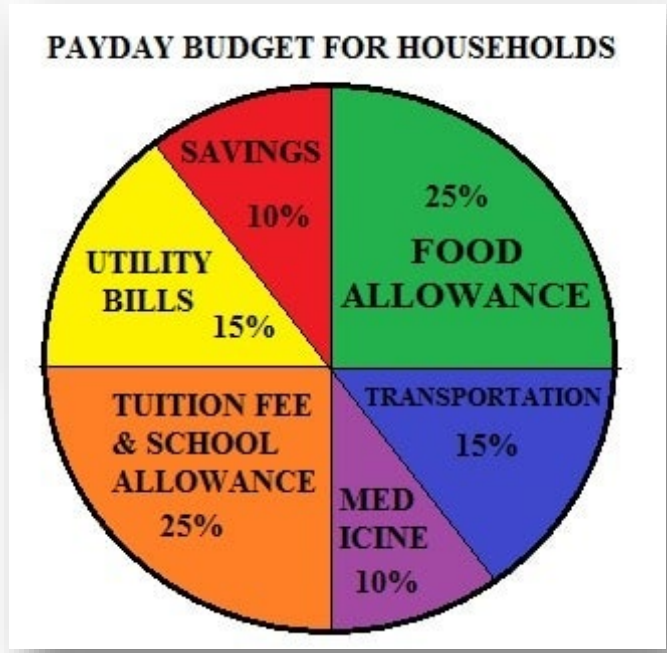




John Doe
CFO



10



STRUCTURE & CONTENT






Conclusion with Impact: End your presentation with a memorable statement or a powerful call to action that leaves a lasting impression.

Example: Imagine a world where your morning coffee awaits you with no waiting line. QuickBrew is not just revolutionizing how we drink coffee; it's giving you back your time. Support QuickBrew, and together, let's make every coffee break perfect and punctual. Join us in leading the charge towards a faster, tastier coffee future.

STRUCTURE & CONTENT



In a perfect world...

- 
Your files are available wherever you are. (on any device)
- 
Never worry about losing data, can always undo
- 
Sharing, putting media on the web is drag-n-drop

Solution

A web platform where users can rent our space to host travelers to...

- 
Save Money
when travelling
- 
Make Money
when hosting
- 
Share Culture
with locals in new cities

OUR SOLUTION

Our template make this easy

- 
Quick & easy to use
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus eget quam dignissim.
- 
Simple to explain
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus eget quam dignissim.
- 
Improves lives
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus eget quam dignissim.

STRUCTURE & CONTENT



The End: Include business name (and business logo and contact details) and a thank you and any questions.

Example: Thank you for your time, I'm ready to take any questions.

STRUCTURE & CONTENT



Slide Members

THANK YOU

Visit us at
Please enter your address.

For more info call
+00 0000 0000

Visit our website
[https// Link to site.com](https:// Link to site.com)

THANK YOU!

Jane Doe
000-000-000
jane@acme.com

Jane Doe
000-000-000
jane@acme.com

Click here to [book a meeting](#) to discuss further.

placeholder

10-Slide Pitch Deck

GUY KAWASKI • ONLY 10 SLIDES

Guy Kawasaki
Brand Ambassador, Carva
gkawasaki@gmail.com
123 • 456 • 7890

PITCHING



What else you need to **know**?



FORMAT



- 5 minutes pitch + 10 minutes Q&A
- yes, you must attend in person
- you will be given a time slot but please arrive at the start of the session (AM or PM)
- remember, pitching 22 May
- times and location will be shared by email
- also remember to send us your presentation slides **no later than Friday, 17 May**

NEXT STEPS



Preparing your pitch:

- Research
- Outline your key points
- Create visual aids
- Rehearse
- Gather feedback
- Visualize success
- Stay calm

NEXT STEPS



Do's:

- Know your audience
- Start strong
- Be clear and concise
- Tell a story
- Use visual aids wisely
- Practice, practice, practice
- Be confident
- Handle questions gracefully

NEXT STEPS



Don'ts:

- Don't read from slides
- Avoid overloading with information
- Don't rush
- Avoid negative body language
- Don't ignore the audience

FOLLOW-UP



1. I will email you the South Bank Ignite Semi-Finalist and Finalists Display Details

South Bank Ignite

South Bank Ignite Semi-Finalist and Finalists Display Details

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- The 2024 South Bank Ignite Directory of LSBU Entrepreneurs

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Your full name as you would like it to appear publicly

Your business name

Your business website *Please only provide website URLs that are live or will be live by 5 June.*

Your business or personal social media accounts *Please only provide direct URLs or handles that are live or will be live by 5 June.*



FOLLOW-UP



2. You complete and submit the form and include a photo of yourselves and / or logo

Be extra careful! All the details you provide will be published and printed publicly. *Check your spelling and links twice, and make sure you are happy.*

FOLLOW-UP



2. The team acknowledges your submission and **only** then we'll share with you:
- link to Ignite Semi-Final and Final page (for all info)
 - link Ignite Final Eventbrite registration page (for registration)
 - a copy of today's presentation + link to recording
 - a copy of Ignite marking sheet
 - a copy of the suggested pitch guide
 - a copy of the pitch schedule for the 22 May (so you know where and when)

Good luck!

Any questions?

