



South Bank

IGNITE

South Bank Ignite Bootcamp

Enterprising
Futures at **LSBU**





Semi-Finals, right?!

Today



South Bank Ignite Semi-Final & Final

- Key dates & key details
- What to include: Pitch Deck
- What to include: Value Proposition
- What else you need to know
- Marking criteria
- Next steps
- Q&A





South Bank Ignite	Applications
Round 1	★ ≈ 150
Round 2	★ ★ ≈ 120
Semi-Final	★ ★ ★ 25
Final	★ ★ ★ ★ ??

As a Semi-Finalist, you're guaranteed:
A place in the Semi-Final – and potentially the Final
A space to showcase your idea in the Marketplace
£100, with the chance to win up to £3,000...and much more!

★ ★ ★ ★ ★
South Bank Ignite 2025 Winner
this space is reserved for you

Ready?



Key dates & key details



Date	Support
Week of 17 Mar.	South Bank Ignite Semi-Finalists Announced
Wed. 2 Apr. 12 - 1 pm and 4 - 5 pm	Compulsory Bootcamp in-person and online
from Mon. 7 Apr. to Fri. 9 May	Support with Rui and Kadeza Get help and polish your pitch deck and value proposition. in-person and online
Mon. 12 May 2 - 4 pm	Optional Bootcamp Got any questions? in-person and online
Tue. 13 May 12 pm	Deadline Submit your pitch deck and value proposition.
Wed. 21 May all day	South Bank Ignite Semi-Finals Semi-Finalists pitch before a panel of judges. In-Person
Wed. 4 Jun. all day	South Bank Ignite Final & Festival Finalists pitch their idea and *everyone* showcases their idea at the Festival Marketplace. In-Person

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These arrangements are essential to keep everything running smoothly!

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South Bank Ignite Semi-Final Wednesday 21 May, all day

Time to pitch your amazing idea in front of the judges!

Important (and non-Negotiable) Details:

- this is a private **in-person event** at **LSBU**
- **5 minutes pitch**, followed by **5-10 minutes of judges' Q&A**
- pitch decks (slides) will be loaded onto the room's pc, and a clicker will be provided
- semi-finalists will be assigned a **morning or afternoon** slot
- you must be available for the **entire duration** of your assigned slot

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South Bank Ignite Final + Marketplace Wednesday 4 June, all day

Time to pitch your amazing idea in front of an audience!

Important (and non-negotiable) details:

- this is a public **in-person event** at **LSBU**
- **1 minute pitch**, and good news – there won't be any questions!
- value proposition (1 slide) will be loaded onto the room's pc, and a clicker will be provided
- winners will be announced on the spot followed big celebration at the marketplace





Further details will be shared with you in the coming weeks and for now, save the dates in your calendar.

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What to include



Remember:
you are telling us a **compelling** story!



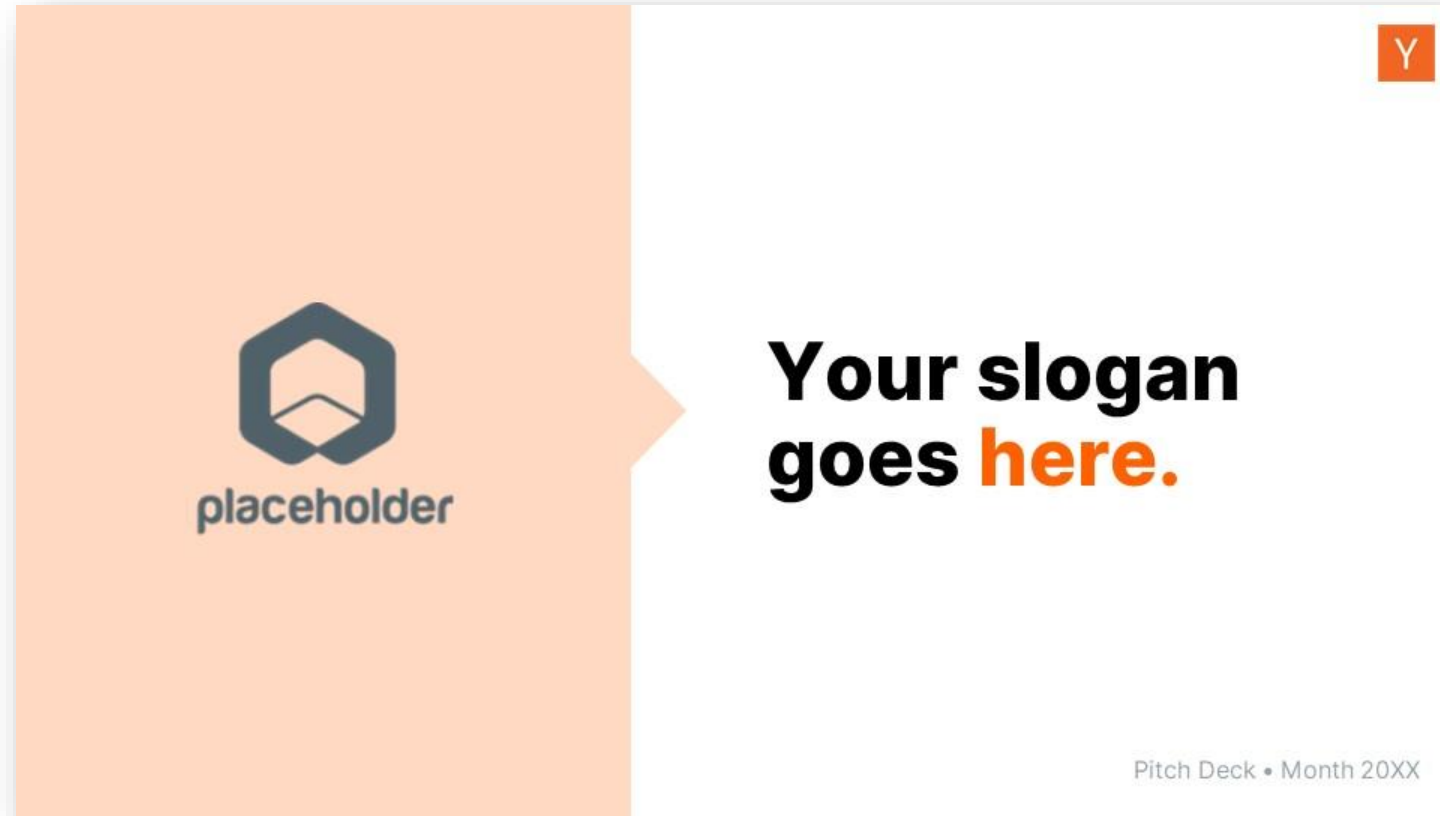
Pitch Deck



What you need to know, practice, prepare and provide:

- **5 minutes pitch** (max!) and deliver it clearly, confidently, and within the time limit.
- **10 PowerPoint slides** following this structure:
 - Opening slide
 - Problem
 - Market opportunity
 - Target audience
 - Solution
 - Revenue model
 - Milestones (what you've achieved and what's coming next)
 - Prize money (how would you use it if you win Ignite?)
 - You & your team
 - Closing slide

Opening slide – example



Problem – example



Problem



Price

is important concern
for customers booking
travel online.



Hotels

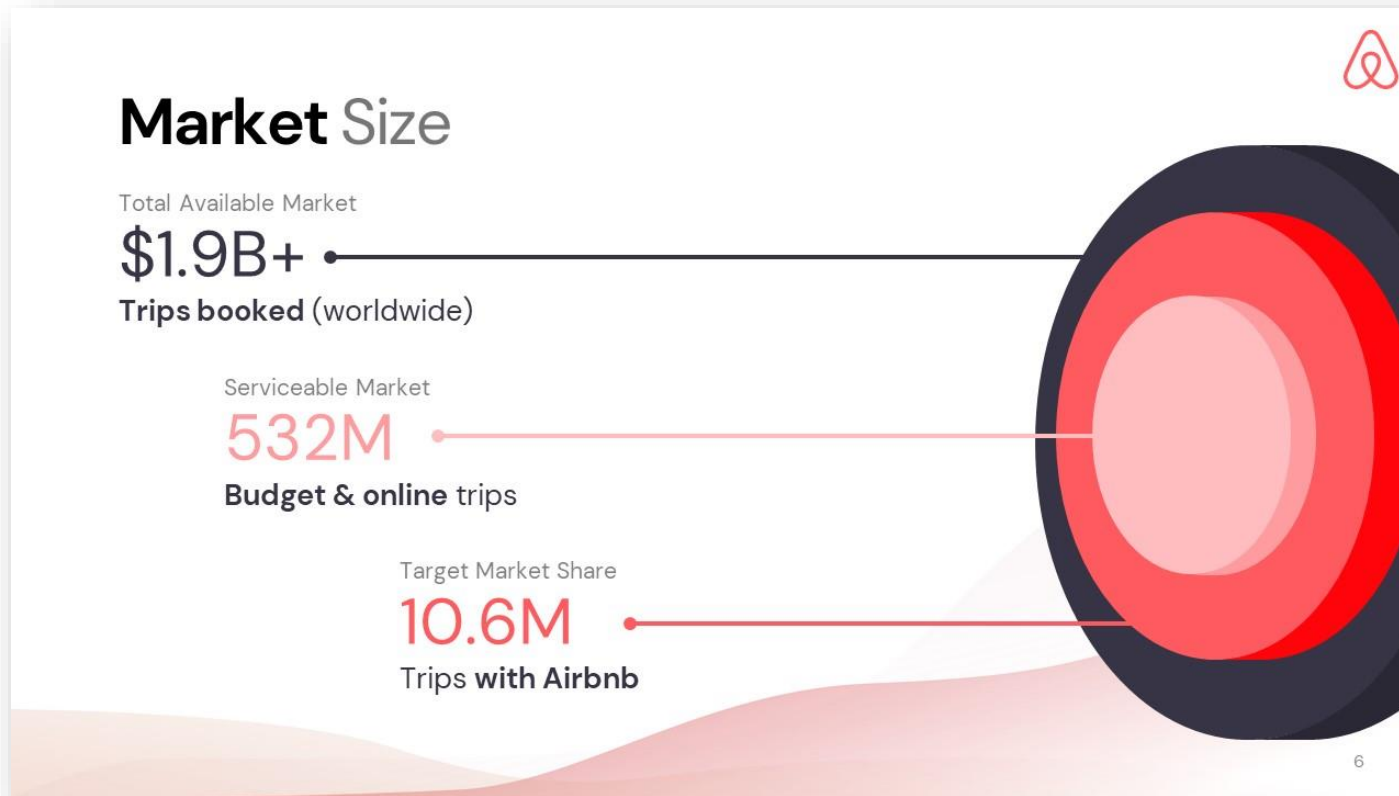
leave you disconnected
from the city and its
culture



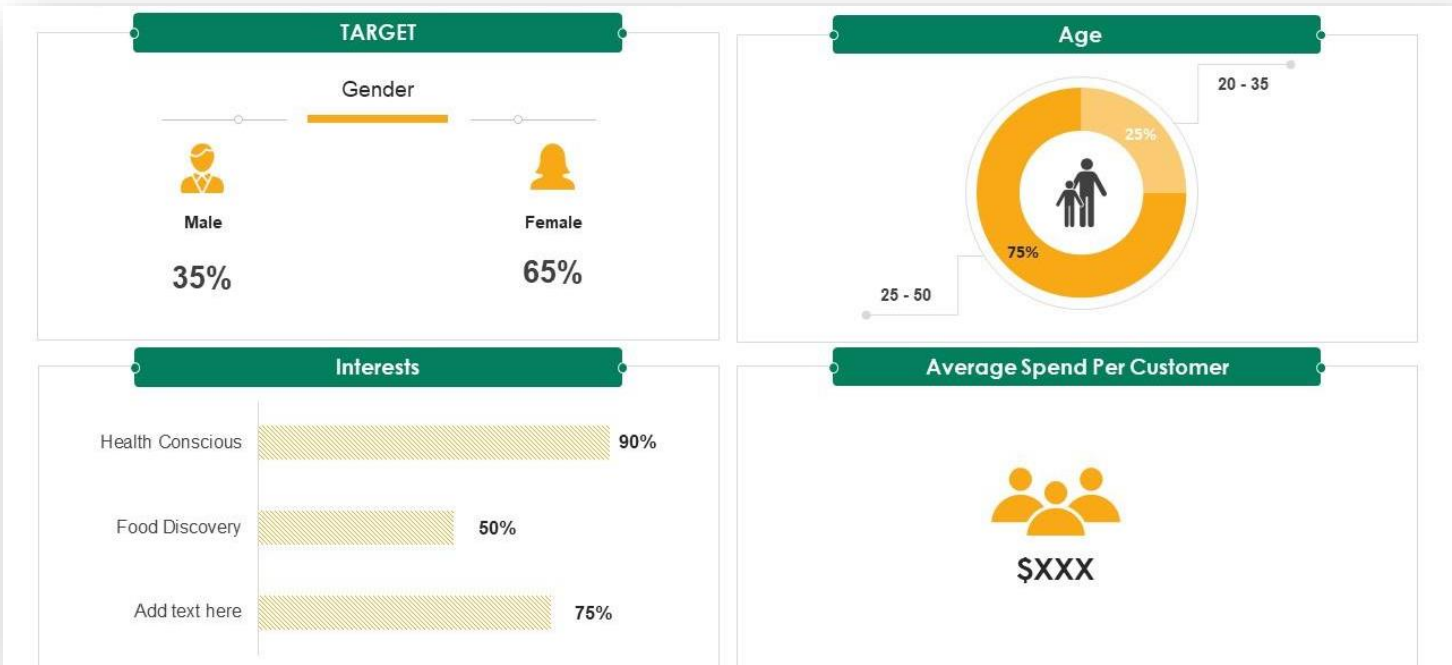
No easy way exists

to book a room with a
local or become a host.

Market opportunity – example



Target audience – example






Solution – example

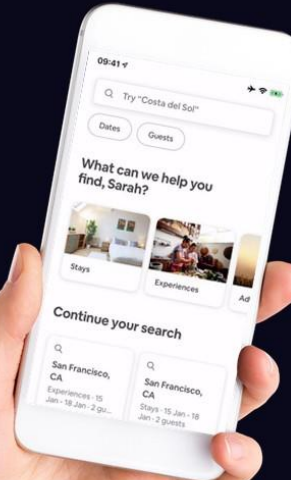


Solution

A mobile app to “digitally hail” fast & efficient cars, on-demand:

-  Convenience of cab + experience of chauffeur
-  Technology to auto-dispatch & reduce wait
-  Optimized fleets and incentivized drivers

“The NetJet of car services.”



Revenue model – example



Revenue Model

Transparent & scalable pricing

Free

-

- ✓ Blank presentation
- ✓ Tutorials

Advanced

\$79

- ✓ 80+ slides template
- ✓ Tutorials
- ✓ Support

Pro

\$199

- ✓ 80+ slides template
- ✓ Financial model
- ✓ Tutorials
- ✓ 1:1 Support

Enterprise

\$999

- ✓ 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

Trips with AirBnB
15% of Available Market

\$25

AVERAGE FEE

\$80/night
for 3 nights

\$200

MILLION DOLLARS

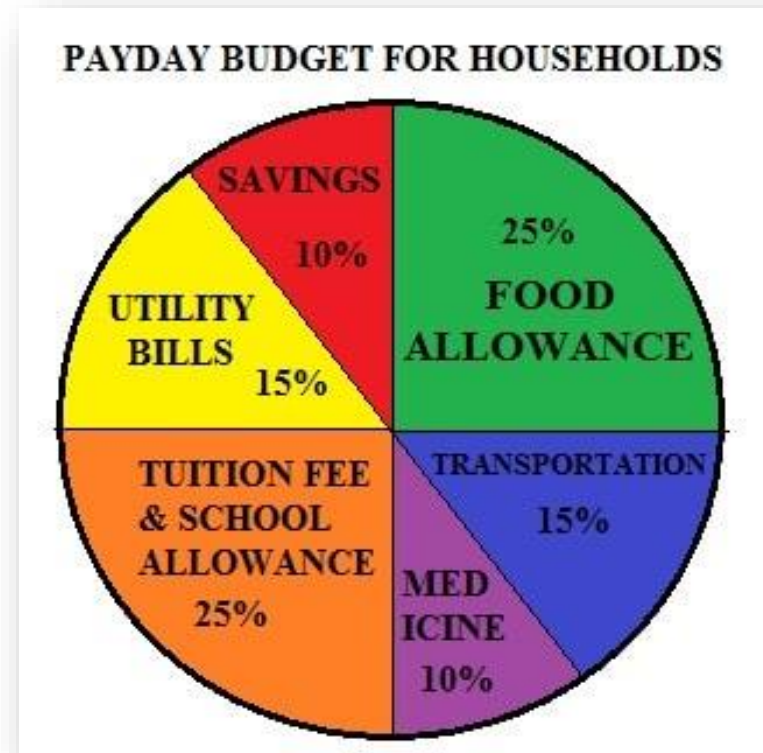
Revenue
Projected by 2011



Milestones – example



Prize money – example




You and your team – example







TEAM

Our **leadership** team







John Doe
CTO






John Doe
CEO

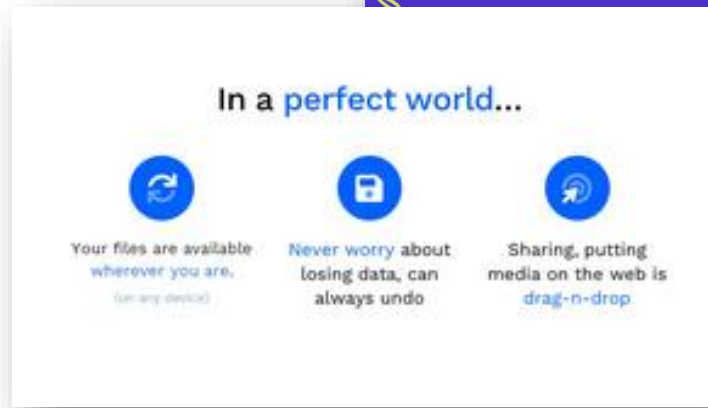
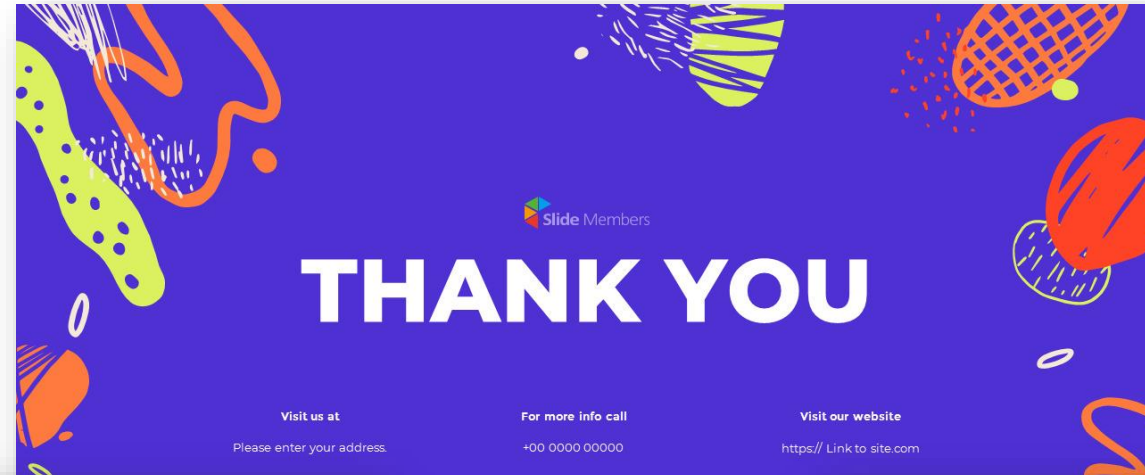


John Doe
CFO

10

Closing slide – example



Value Proposition



What you need to know, practice, prepare and provide:

- **1 minute pitch** (max!) and deliver it clearly, confidently, and within the time limit.
- **1 PowerPoint slide** that includes:
 - your name and surname, value proposition and call to action
 - 2 images (your business logo and photo of your business team)
 - your business website (if you have one)
 - links to your business social media (if available)
 - contact email address

Value Proposition – example



nickelodeon

www.
social media link(s)
@

Hi, I'm **[your name]**, founder of **[business name]**.

At **[business name]**, we offer a [product/service] designed to help **[target audience]** who are struggling with **[the problem they face or need they have]**.

We solve this by providing **[your solution – what your business offers and how it works]**.

We're **[business name]**, and we're here to **[impact or call to action – e.g., "make healthy eating easier for students."]**

If you would like to know, get in touch **[business website and / or email address]**.

What else you need to know?



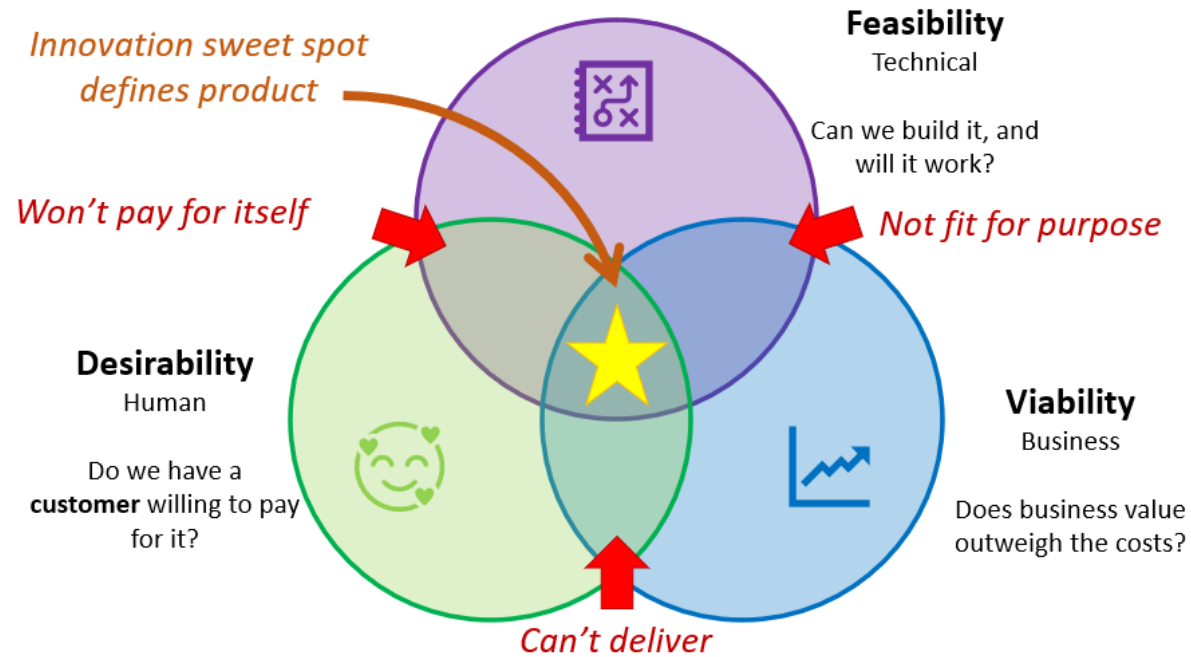


Ok, but what are judges looking for so I can
prepare and practice my pitch?

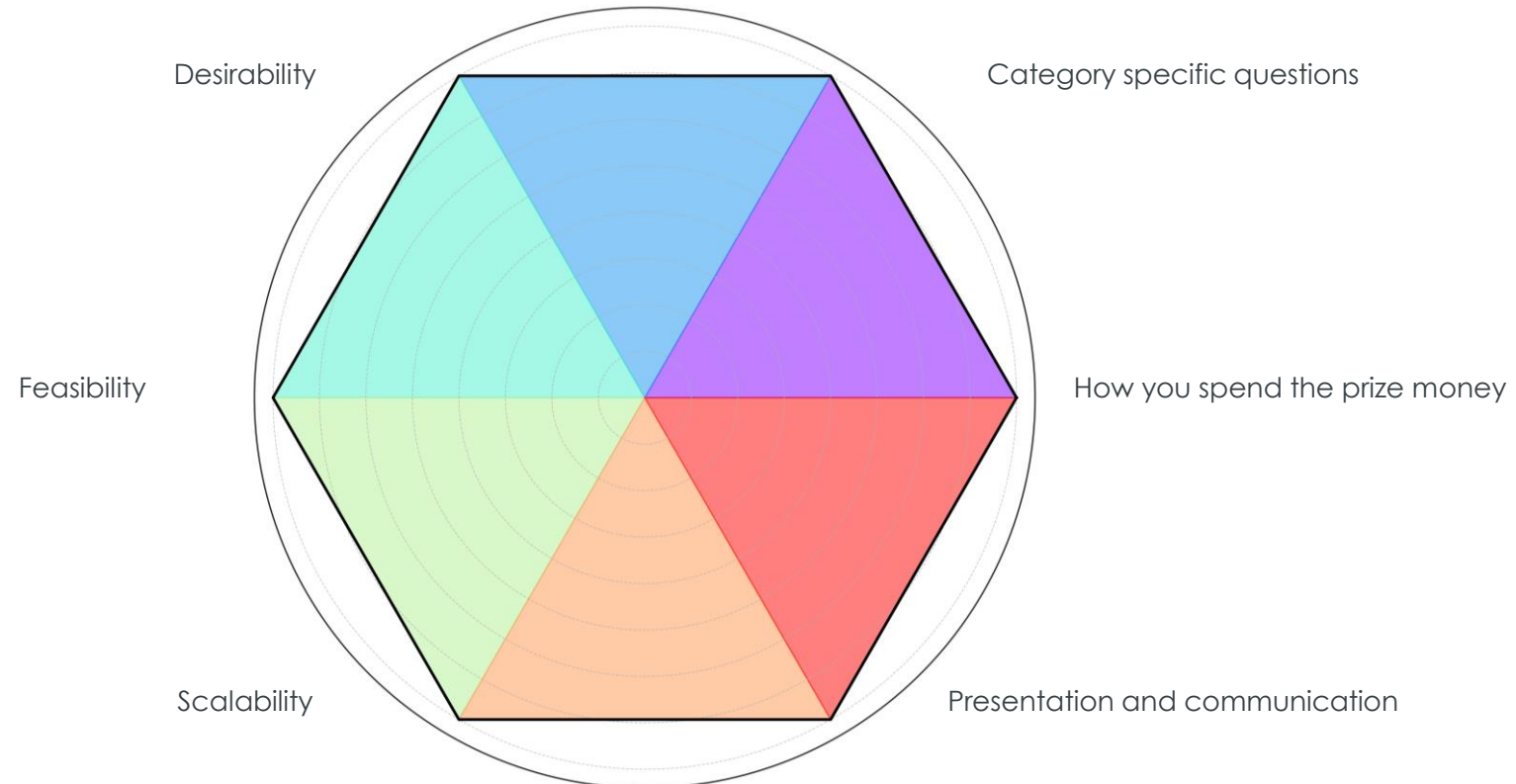


Ok, but what are judges looking for so I can
prepare and practice my pitch?

Marking criteria



Marking criteria



Next steps



Preparing your pitch:

- Research
- Outline your key points
- Practice
- Gather feedback
- Practice again
- Visualize success
- Keep practising

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

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



Remember:

Keep it simple, concise and compelling!

Practice, practice, practice, practice, practice, prepare and provide:

- 1 minute pitch supported by 1 PowerPoint slide
- 5 minutes pitch supported by 10 PowerPoint slides

Save the date(s):

- Deadline to send your Value Proposition and Pitch Deck slides – **13 May**
- Semi-Final will take place on **21 May** (yes, you must attend in person)
- Final & Marketplace will take place **4 June** (yes, you must attend in person)

Further details will be shared with you in the coming weeks including:

- meeting invitations for one-to-one support with me (Rui)
- the pitching schedule for the semi-final
- support materials to help you develop your pitch deck and value proposition

More information, including today's presentation will be available at the bit.ly/ignite-startup-cohort

Follow-up



Remember:

Join the Ignite 24-25 WhatsApp group:

<https://chat.whatsapp.com/IVqcj1vdft36NBozccmMfQ>

Bookmark the support webpage:

<https://bit.ly/ignite-startup-cohort>

Did you check-in?

Let's get working!

Any questions?

