

MCA TAKEOFF SEEDFUND AWARD

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4th November 2014

powered by:



DISCLAIMER

Any support provided by TAKEOFF is for information purposes only. The applicants retain full responsibility of their applications and its contents. The decision of the Adjudicating Team is independent, final and binding.

Agenda

What is the target of the award?

What areas are supported?

Who is eligible?

What is the timeline?

Walk through the application form

Next steps

TAKEOFF

MCA TAKEOFF Award seeks to close the gap between idea and investment/market

“I have idea,
but no money
to make this
happen”



“I have money,
but I need you
prove me your
idea can fly”

www.globalwealthprotection.com

Closing the gap and bringing you closer to first customer or investment



IDEAS

&



ENTREPRENEURS

+



FUNDING

TAKEOFF



MENTORS

Customer Development

Customer Validation

Minimum Viable Product

Business Model

Product - Market Fit

Raising Capital



INVESTORS



CORPORATES

MCA TAKEOFF Award grants

2x up to €20 000.-

AREAS:

ICT

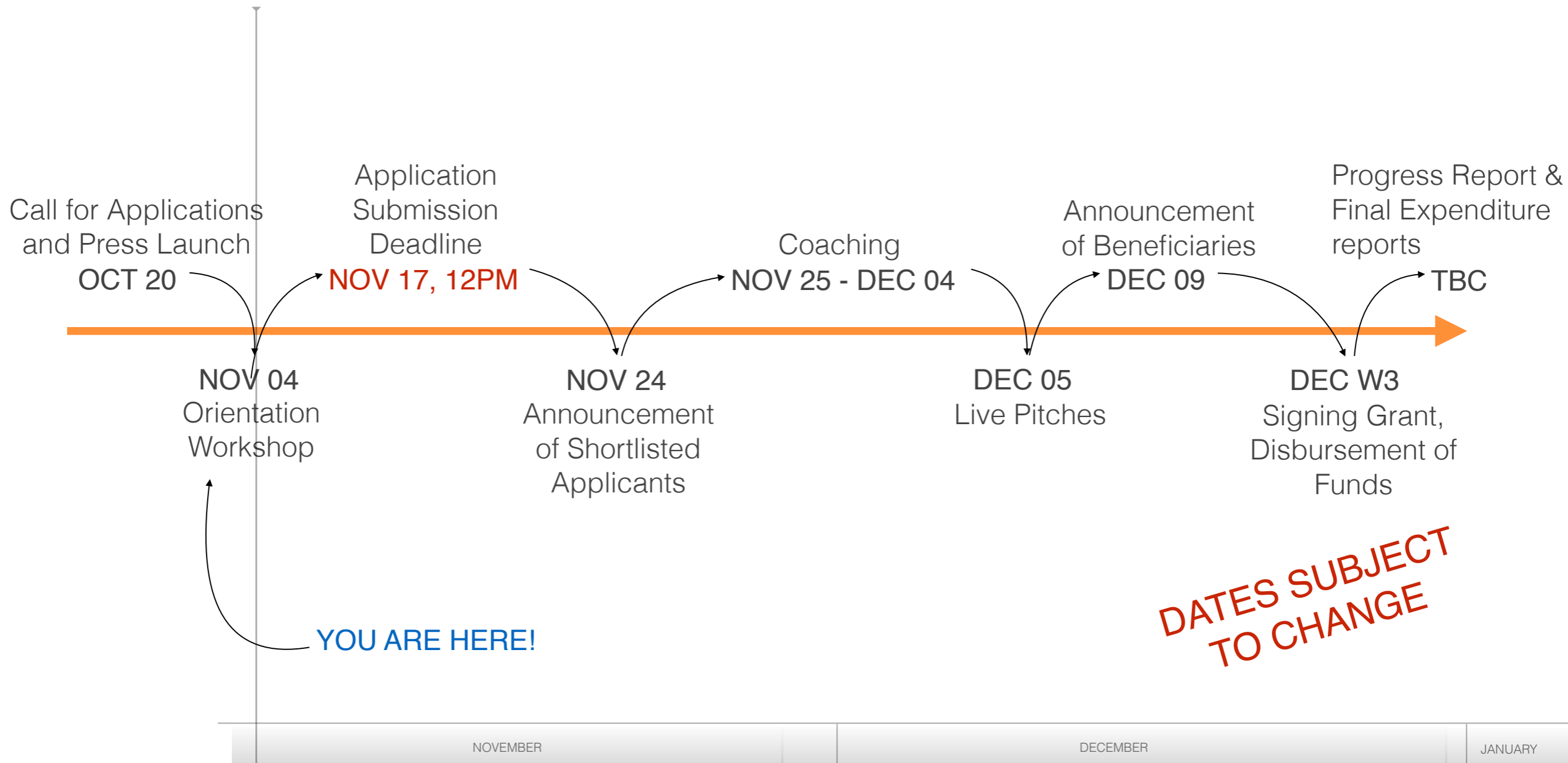
e-Commerce

Communication

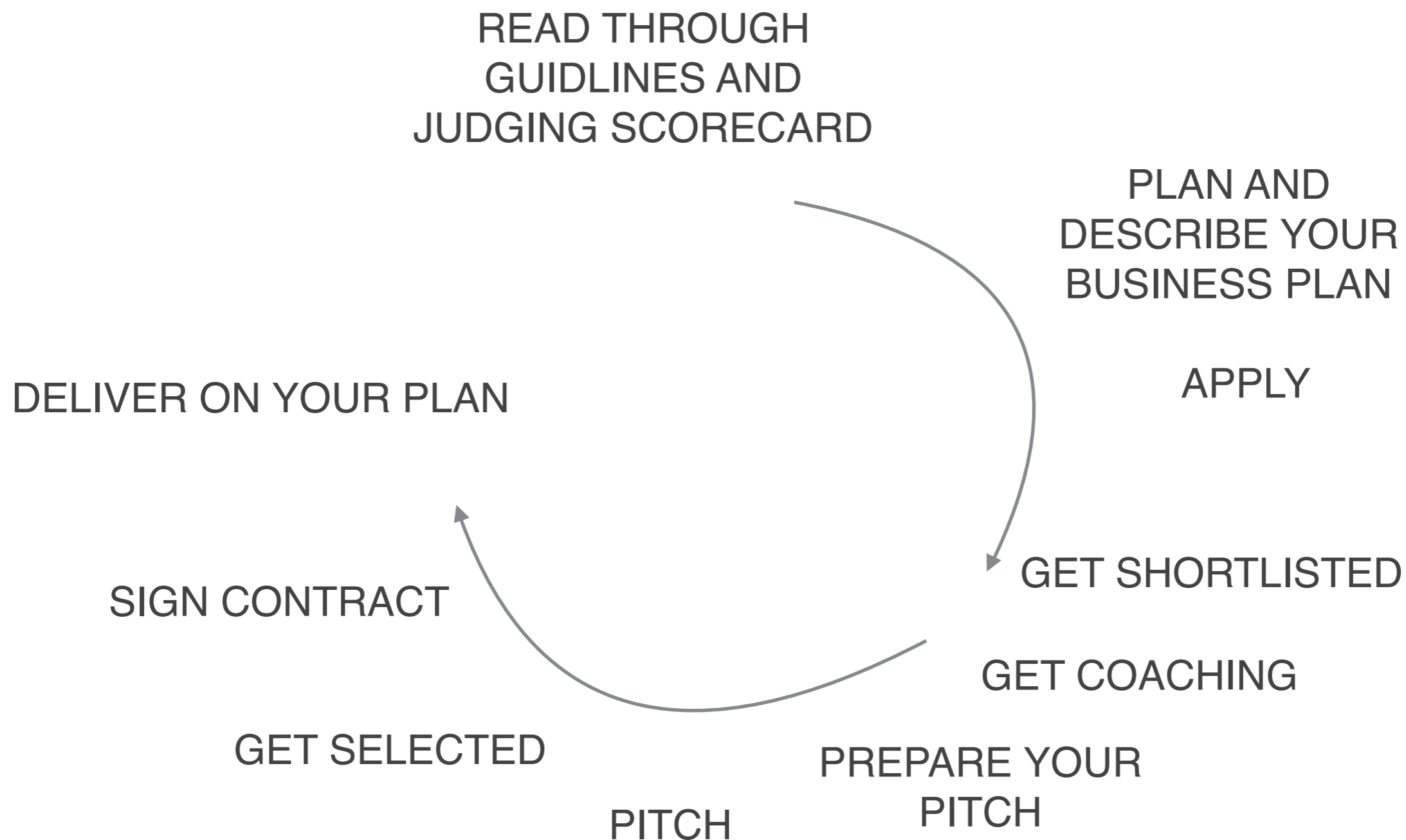
APPLICANTS:

- Entrepreneurs and Innovators
- Ideas must be in announced areas with high-growth potential
- Funds will be awarded once TAKEOFF member
- Beneficiaries of TOSFA may apply, but need to have compelling step-change

Plan your application!

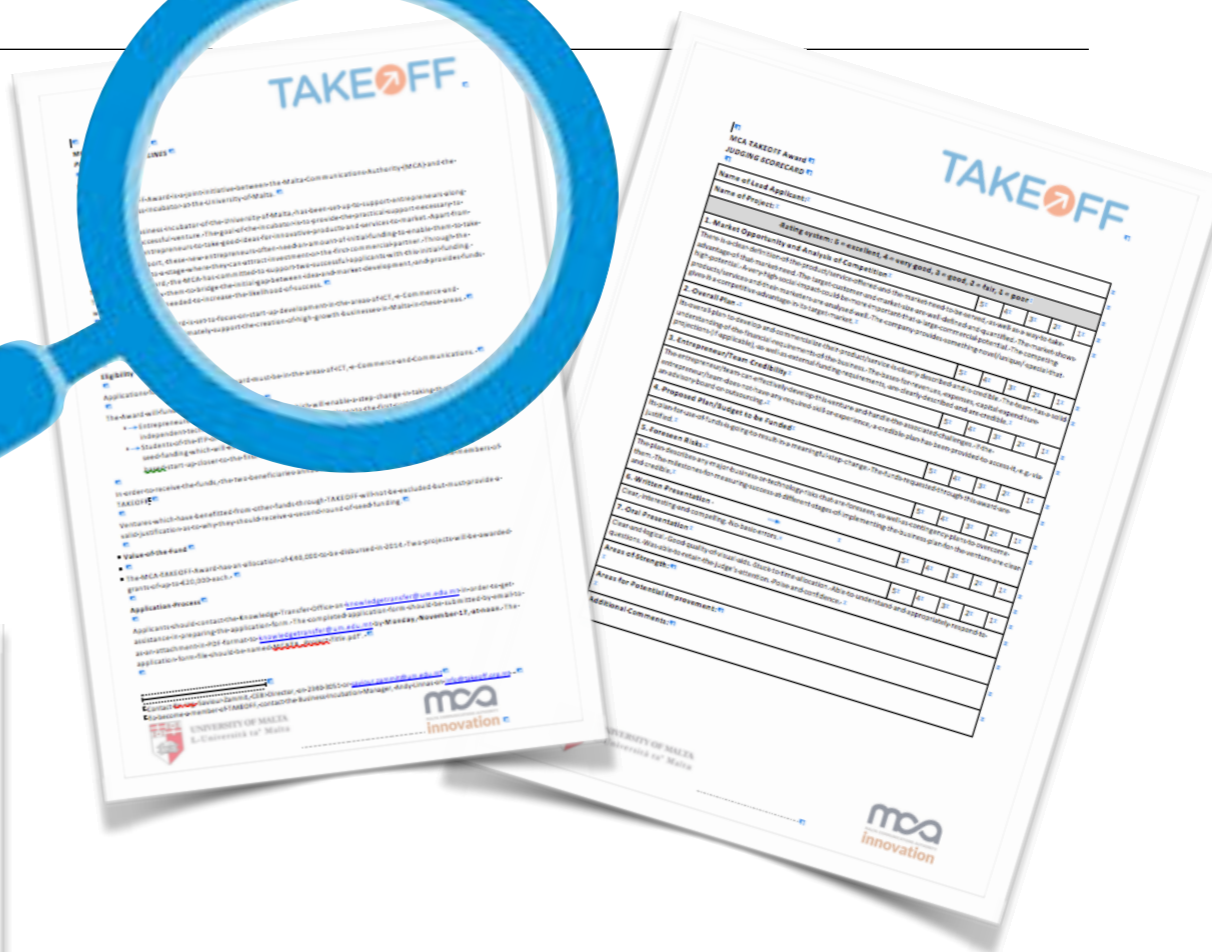


As simple as that?



Guideline and Scorecard...

STUDY THEM
WELL!



<http://takeoff.org.mt/program/mca-takeoff-award/>

Prepare your application

- Executive Summary 200 words
- Market Analysis 100 words
- Competitive Analysis 100 words
- Business Plan / Route to Market 100 words
- Entrepreneur/Team Strengths 100 words
- Additional Comment
- Total Funds Requested
- Breakdown of Funds
- How Will These Funds Take the Business Forward

Judges will consider

- EXISTING MARKET OPPORTUNITY
 - clearly defined and compelling, also possibility to capture the value
- CREDIBLE AND COMPELLING BUSINESS PLAN
 - potential and feasibility of the overall plan and competitive edge
- CAPABLE TEAM
 - team is capable to deliver and execute
- MEANINGFUL STEP-CHANGE.
 - funds are justified and impactful
- LIKELIHOOD OF ACHIEVING THE PLAN
 - risks are handled and contingency plan effective
- QUALITY
 - Quality of the written application and presentation

Keep your application short and simple

NOT TOO TECHNICAL

GRANDMA TEST

CLEAR

EASY TO FOLLOW

KEY MESSAGE

PUNCHY

Executive summary - SO WHAT?

200 words. As clearly and simply as you can, explain your idea or technology. Why is it special or innovative? What are the real world applications and benefits of the idea? At what stage of development is your idea? Does the idea require intellectual property protection? This is a non-confidential description of the Business/Technology that may be used publicly

SO WHAT?

Executive summary - SO WHAT?

- Focus on the business problem rather than on technology
- Avoid acronyms and jargon
- Keep reader interested

WHAT MAY HELP?

- Analogies - “Travel Like a Local” - airbnb.com
- Metaphors - “Nanny for the Internet” - Software that monitors and restricts web access.

One-liner: For target customers, who are dissatisfied with the current alternative. Our product is our new product segment, that provides key problem-solving capability, unique value, unlike the product alternative. M.J.Skok <http://mjskok.com>

Market analysis - WHO CARES?

100 words. Why is your idea great? Does your idea solve a problem or meet burning demand in the marketplace? Who is going to buy it? What is the estimated of the size of the commercial opportunity, can you compare with other technologies and deals? Are regulatory approvals or certifications required?

WHO CARES?

Market analysis - WHO CARES?



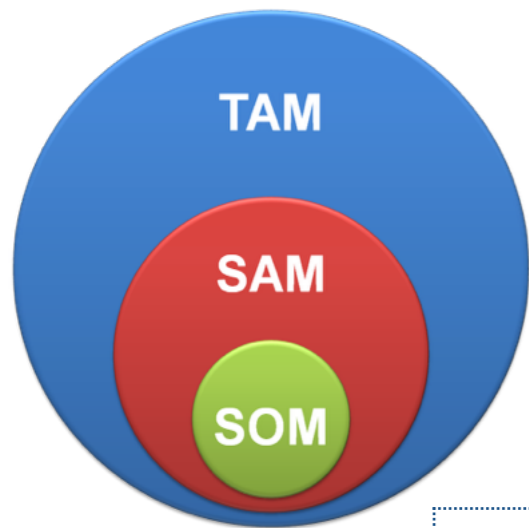
- Target Customer Profile - not your average Joe



- Market Segmentation - how deep is your analysis

Market	a broad landscape of buyers looking to solve different types of problems	e.g. the medical market
Segment	an identifiable sub-group with members who share similar needs	e.g. teaching hospitals; diagnostic clinics; cardiac care hospitals; private clinics etc.
Lead Customer	member of a target segment who really cares - even ready to work with you at early stage	e.g. specific teaching hospital; specific private clinic; unit within the hospital; insurers; surgeons etc.

Market analysis - WHO CARES?



- Quantifying Market - how big value can you capture?

TAM	Total Available Market is the total market demand for a product or service
SAM	Serviceable Available Market is the segment of the TAM targeted by your product and services, which is within your geographical reach.
SOM	Serviceable Obtainable Market is the portion of SAM that you can capture

https://www.thebusinessplanshop.com/blog/en/entry/tam_sam_som#sthash.mE56napf.dpuf

Competitive analysis - WHY YOU?

100 words. competition, what is the likelihood of alternatives? What sets your idea apart from other competitive idea, products or services? Has work been done to identify patents that your idea might infringe upon? Do you need to cross-license other IP rights to make a complete product?

WHY YOU?

Competitive analysis - WHY YOU?



Competitive analysis - WHY YOU?

Your competition is something fighting for the same resource!

There might be no direct competitors but....

What about “creative” competition:

- something that fights for the same buck in customers wallet
- something that takes up that time and attention of your client
- something that takes up the screen size of your customer
- something that customer has used for ages
- something that gets the same job done in different way

What makes you stand out? The PRICE might not be the best differentiator.

Study customer purchase decision making process and you will discover your competition and define your edge!

Competitive analysis - WHY YOU?

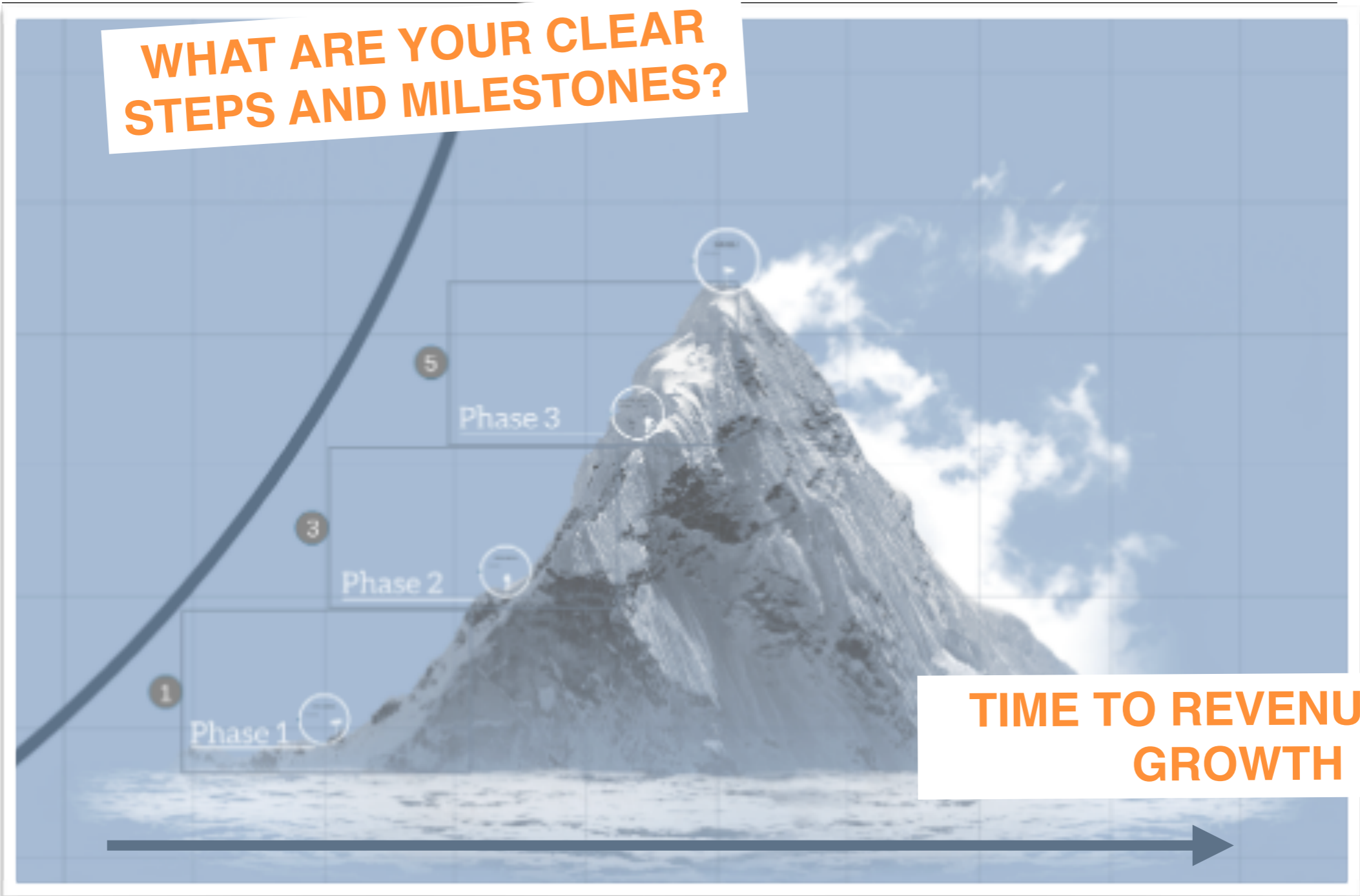


Business plan and route to market - HOW?

100 words. How do you plan to secure customers and generate revenue from your idea? Do you require partners to commercialise the idea?

HOW?

Business plan and route to market - HOW?



<https://prezi.com/support/article/creating/setting-your-prezis-path-adding-a-slide/>

Business plan and route to market - HOW?

CHANNELS TO CUSTOMER

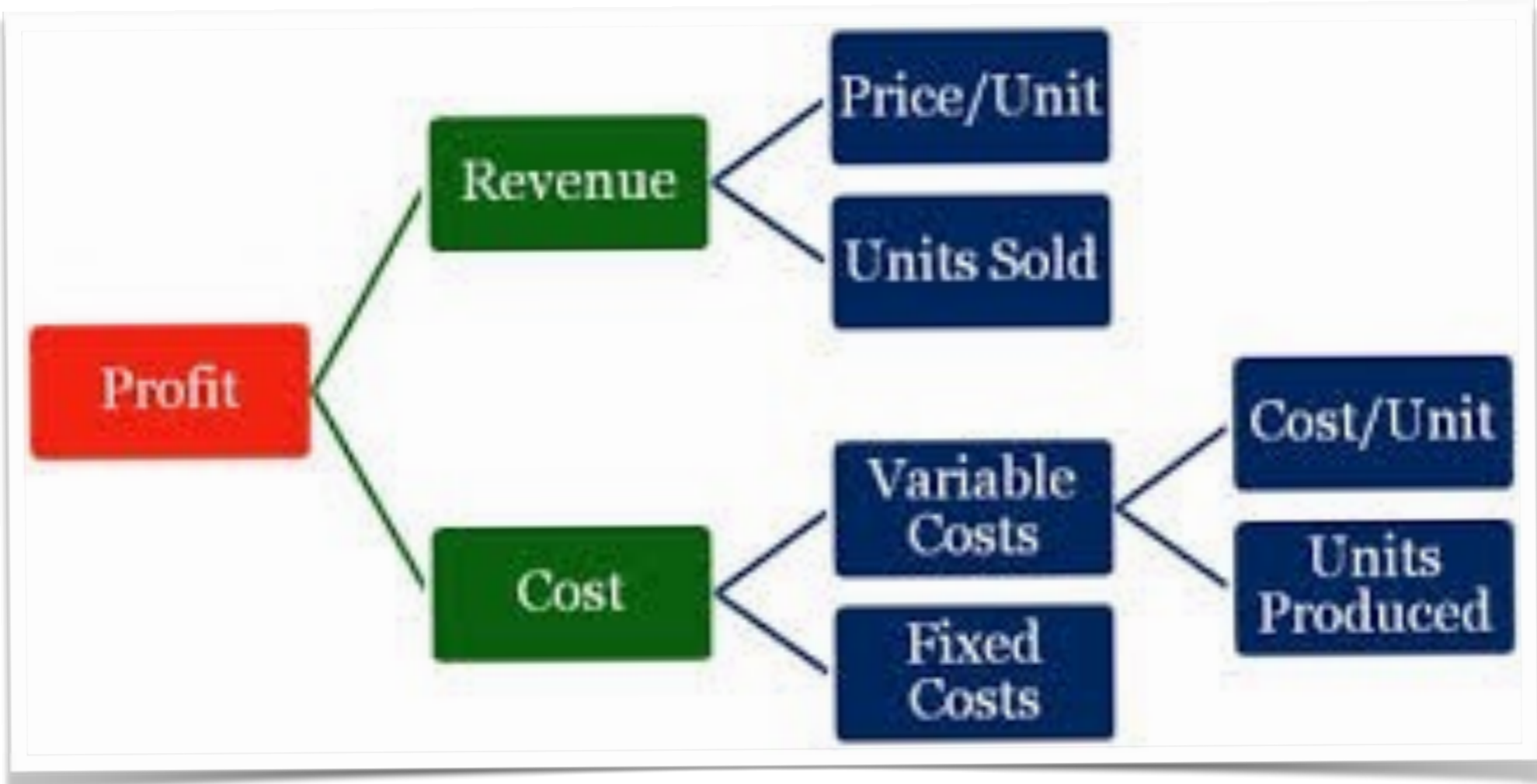
Viral Marketing
Public Relations (PR)
Unconventional PR
SEM - Search Engine Marketing
SEO - Search Engine Optimisation
Content Marketing
Social & Display Ads
Offline Ads
Email Marketing
Engineering as Marketing
Targeting Blogs
Business Development
Sales
Affiliate Programs
Existing Platforms
Trade Shows
Offline Events
Speaking Engagements
Community Building

WAYS OF EARNING MONEY

Commerce and retail
Auction and bids
Advertising
Data
Transaction/Intermediation
Freemium
Licensing
Loyalty
Subscription and usages fees

*Don't forget to think
some steps
forward...*

Business plan and route to market - HOW?



http://www.spencertom.com/2014/04/17/profitability-framework/#.VFe3rIPF_ZI

Entrepreneur/Team strengths - WHY YOU?

100 words. What skills and experience does the entrepreneur/team possess to successfully execute technology development/commercialisation?



Breakdown of funds and how will these funds take the business forward

Indicate how the funds will be employed for the purposes of the proposed project

Summarise the project purpose and end point, timescale and milestones along the the way and contingency. Explain how the proposed project fits within the overall business plan/route to market

WHY €20k?



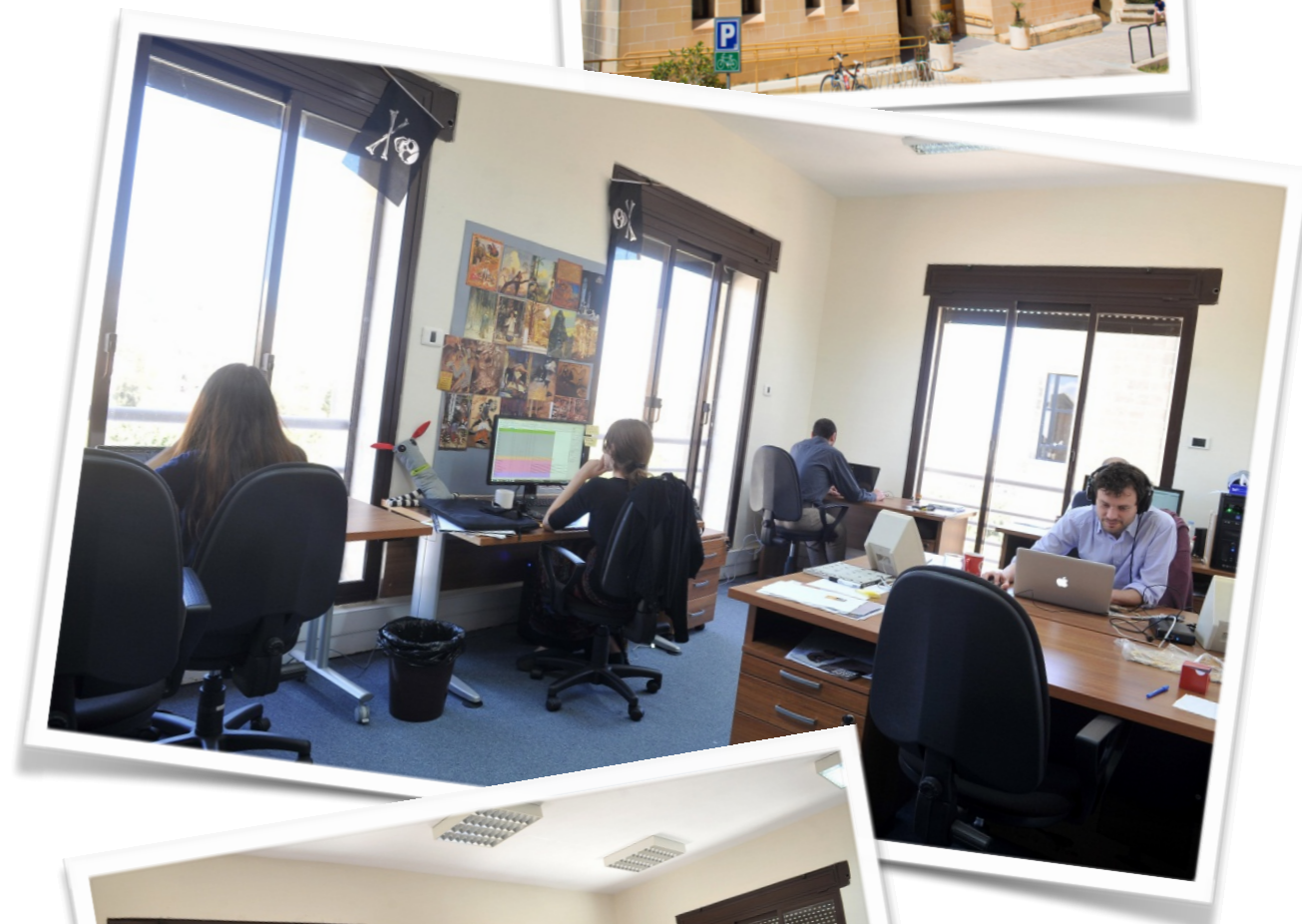


www.keepcalm-o-matic.co.uk

LAUNCH YOUR STARTUP
TAKEOFF

TAKEOFF INCUBATOR

Andrei-Andy Linnas
NOV 2014



TAKEOFF



Andy
MANAGER



Nicola
SUPPORT



Monique
MARKETING

TECHNOLOGY TRANSFER OFFICE



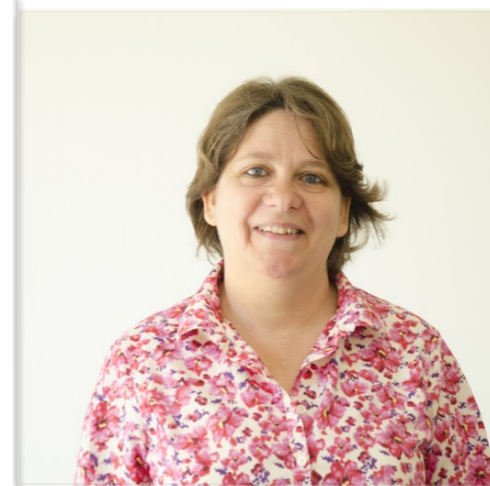
Anton
KTO



Martina
KTO - IP



Ruth
LAYER



Angele
SUPPORT

MASTERS IN
ENTREPRENEURSHIP



Saviour
CEBI

TAKEOFF FOCUSES ON...

TECHNOLOGY & KNOWLEDGE DRIVEN OR
SCALING IDEAS

STAGES

Concept

Prototype

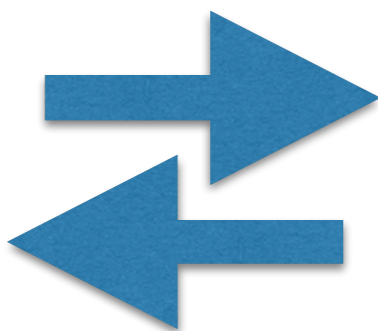
Pre-Seed

Seed

TAKEOFF IS NOT ONLY INCUBATOR BUT ALSO COMMUNICATION AND CO-OPERATION LAYER / PLATFORM



GOVERNMENT, POLICIES



ACADEMIA, SPIN-OFFS,
RESEARCH

TAKEOFF

SUPPORTIVE ENVIRONMENT FOR...



ENTREPRENEURS WORKING ON...

- Customer Development
- Customer Validation
- Minimum Viable Product
- Business Model
- Product - Market Fit
- Raising Capital



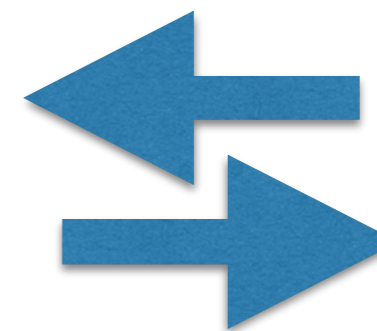
MENTORS



ANGELS



CORPORATES



TAKEOFF PACKAGE



COACHING



TOOLS & WORKSHOPS



NETWORK



OFFICE SPACE &
COMMUNITY



INVESTMENT



ACCELERATION

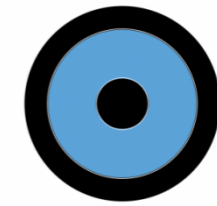


~35€

SOME OF THE TAKEOFF PORTFOLIO VENTURES



MIGHTY BOX



CALYPSE LAB



FIRST SIGNS OF SUCCESS

DISCOUNT

Just in 6 months

Launched
2014

Q2 - €18 000
TOSFA

Q3 - €190 000
seed investment

Student at
CEBI

TAKEOFF

2nd at EIG
Launch Pad

EiG
Excellence in iGaming



TAKEOFF

MEASURING SUCCESS...

PROJECTS SCREENED

75

PROJECTS

15

PEOPLE
ENGAGED IN THE
PROJECTS

~33

TAKEOFF ATTRACTED
SOFT FUNDING

€140 000

SOFT MONEY INVESTED INTO
PORTFOLIO COMPANIES

€100 000

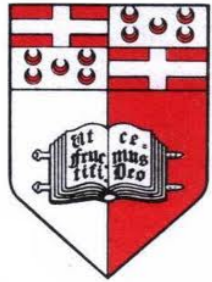
CAPITAL RAISED BY
PORTFOLIO COMPANIES

€200 000

PORTFOLIO COMPANIES CAPITAL
NEED IN NEAR FUTURE

€1 000 000+

TAKEOFF PARTNERS



Centre for Entrepreneurship and Business Incubation
Intensive Training Program



TAKEOFF

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