

BV

BANGKOK VENTURES

Pitching 101

by Bangkok Ventures

My Goal

**"Everyone can
create a
professional and
beautiful pitch deck
with simple
guidelines"**

Content

First half

Lecture 001

What is your Goal?
What is your business model?
How to draft your business flow?

Workshop 001

How to draft your business flow?

Home work 001

Draw the business model from the example

Second half

Lecture 002

Pitching fundamental
What is the different between Pitch Deck and Sales Deck?
What is included in a pitch deck?
What to deliver?
Example of the good pitch deck

Workshop 002

Select your pitcher
Pitch your Idea in 3 mins with 3 slides

Home work 002

Draft your Business flow
Draft your pitchdeck & business flow

Lecture 001

What is your Goal?

What is your business model?

How to draft your business flow?

Example of the good pitch deck

What is your business model?

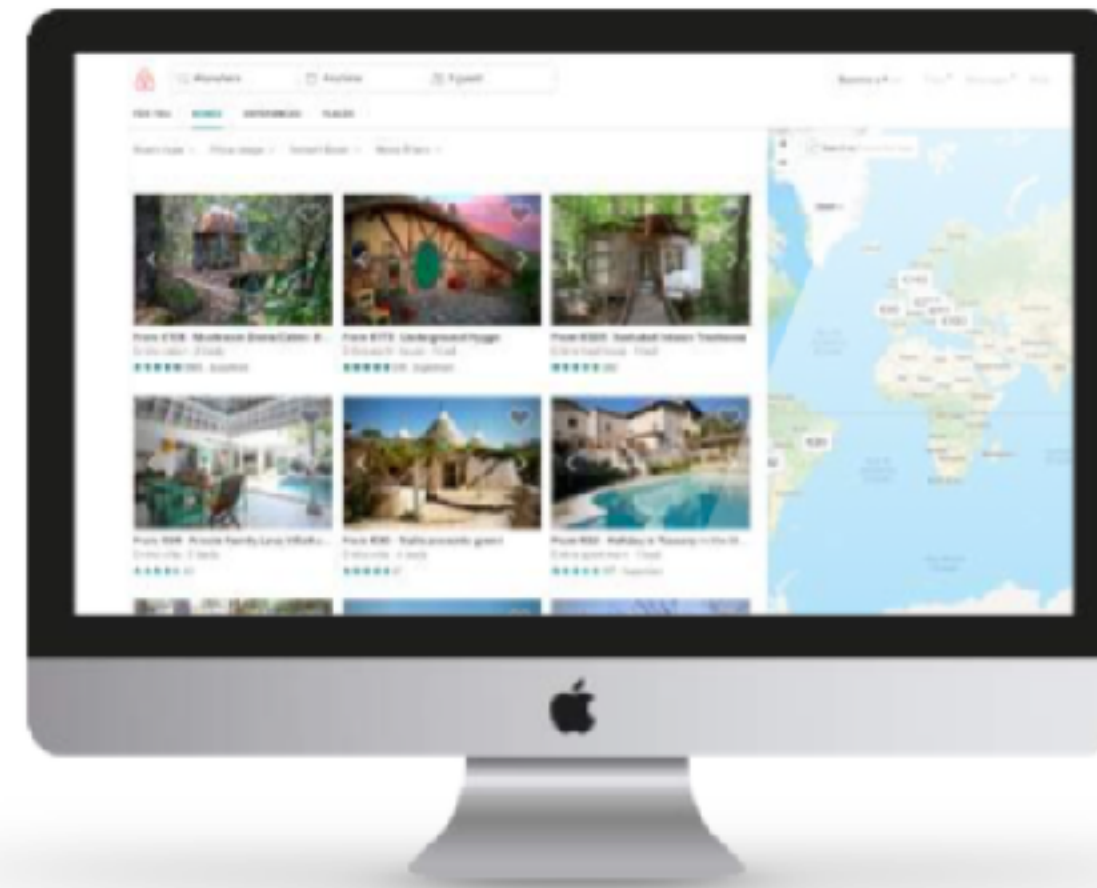
How to draft your business flow?

Example 1





www.airbnb.com



Airbnb is an online service that provides a platform for individuals to rent out their lodging for travellers to stay.

People can rent anything from a couch to a castle in 8000 cities around the world.

Key info

HQ **San Francisco, US**

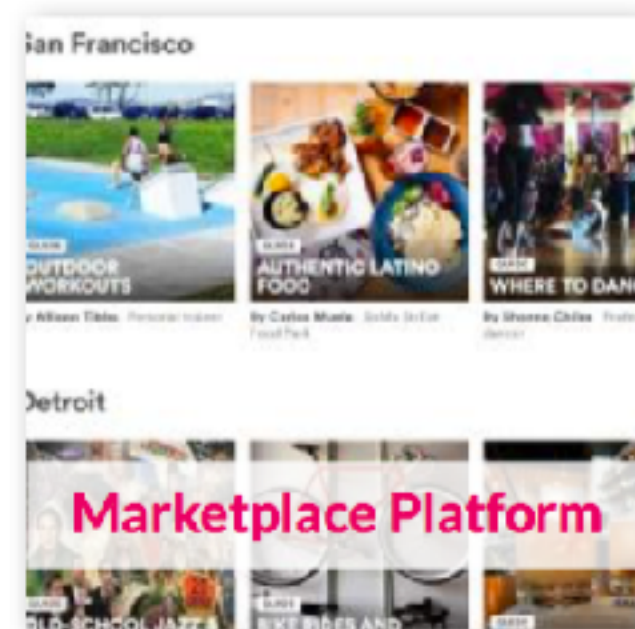
Industry to learn from **Travel**

Founded **2007**

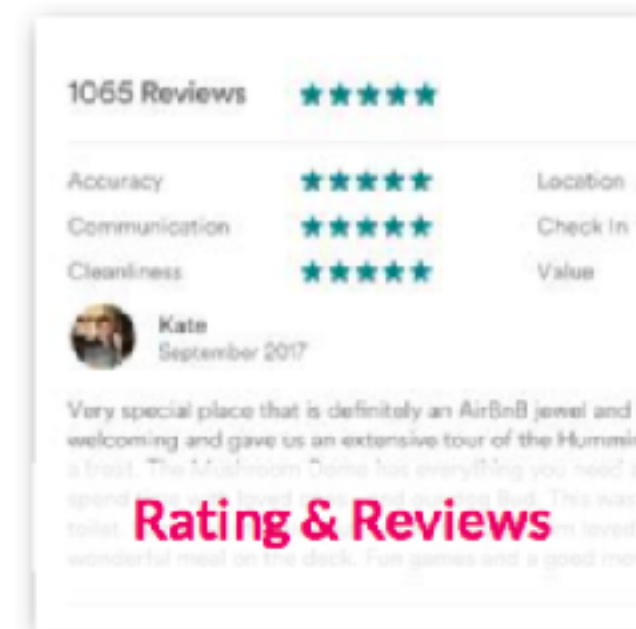
Facts

- ▶ Brian Chesky, CEO and co-founder of Airbnb, believes in “eating your own dog food”; which is to promote his company by using Airbnb himself. He has not owned a home since 2010!
- ▶ Airbnb offers to the owners the possibility to book a free shooting session with a professional photographer to take fresh pictures of the property.

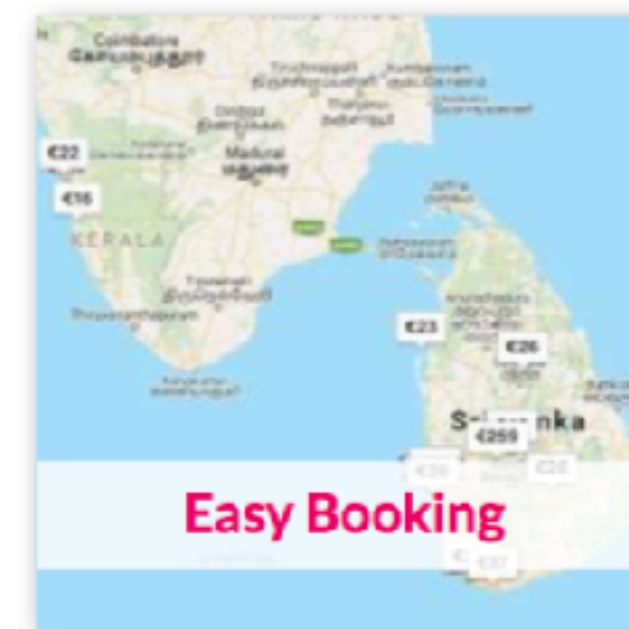
All you need to know



Airbnb enables owners to list their space on the platform and earn rental money. On there other side they give cheap options to travellers to stay with local hosts. Airbnb provides insurance to listed properties.



Rating and review system for hosts and guests. Hosts can accept or reject a booking after reading the reviews of the traveller or after going through her/his social profiles.



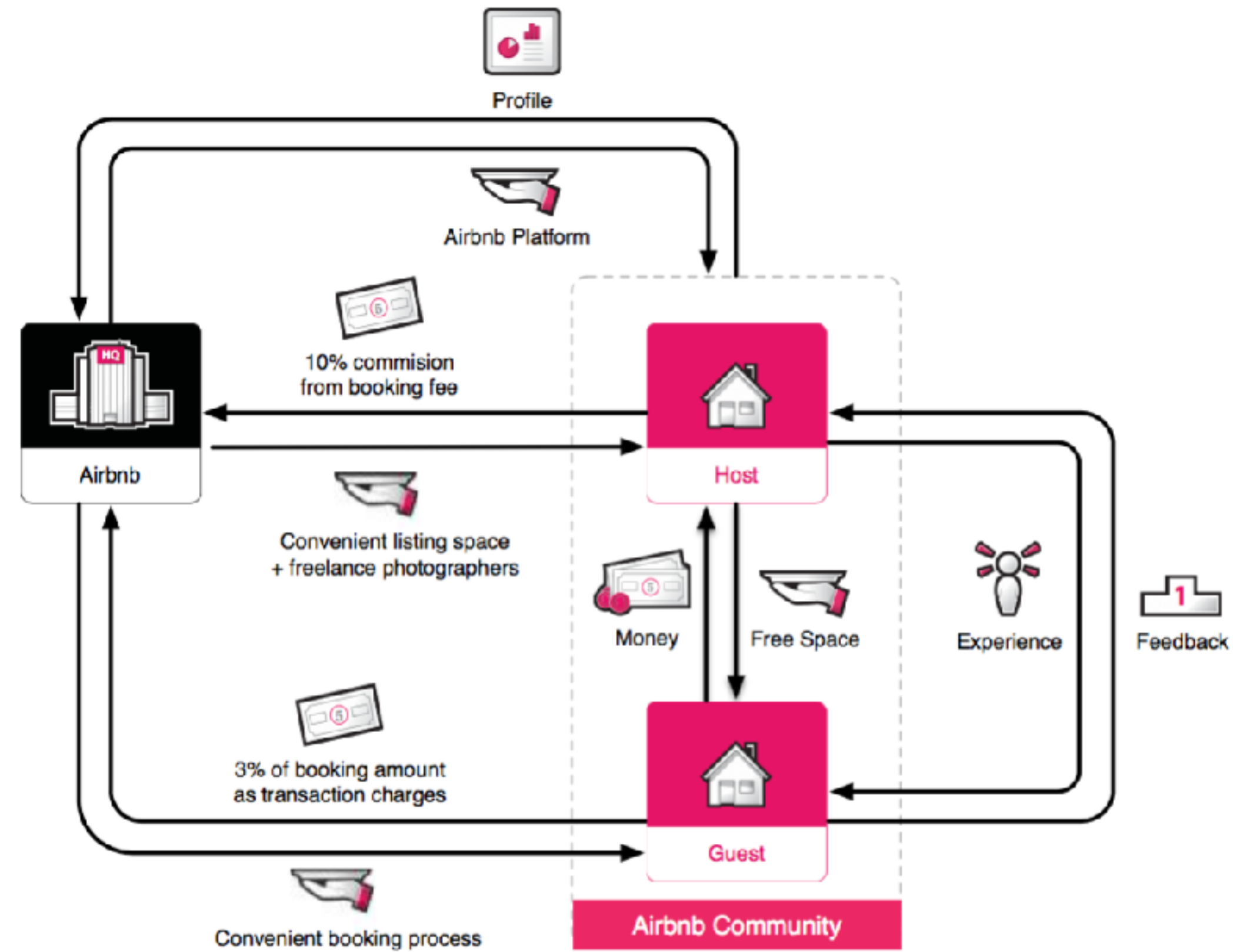
The booking process is extremely simplified. Travellers have the option to search for a property by filtering by price, amenities provided, location etc. They can book a room by paying through the Airbnb portal.

On which trends does this company focus?

- ▶ Sharing Economy
- ▶ P2P (peer-to-peer)
- ▶ Speeding-up Society (24/7 access)
- ▶ All Things Digital

Does it bring people out of their comfort zone?

- ▶ Airbnb's presence in cities significantly cuts into the long-term rental housing market.
- ▶ Quality-control. Inevitably some property managers won't provide a quality, local experience to guests.
- ▶ Legislation. In many capitals, Airbnb hosts can rent their properties only for a limited number of days per year.



Business Model

How do they make money?

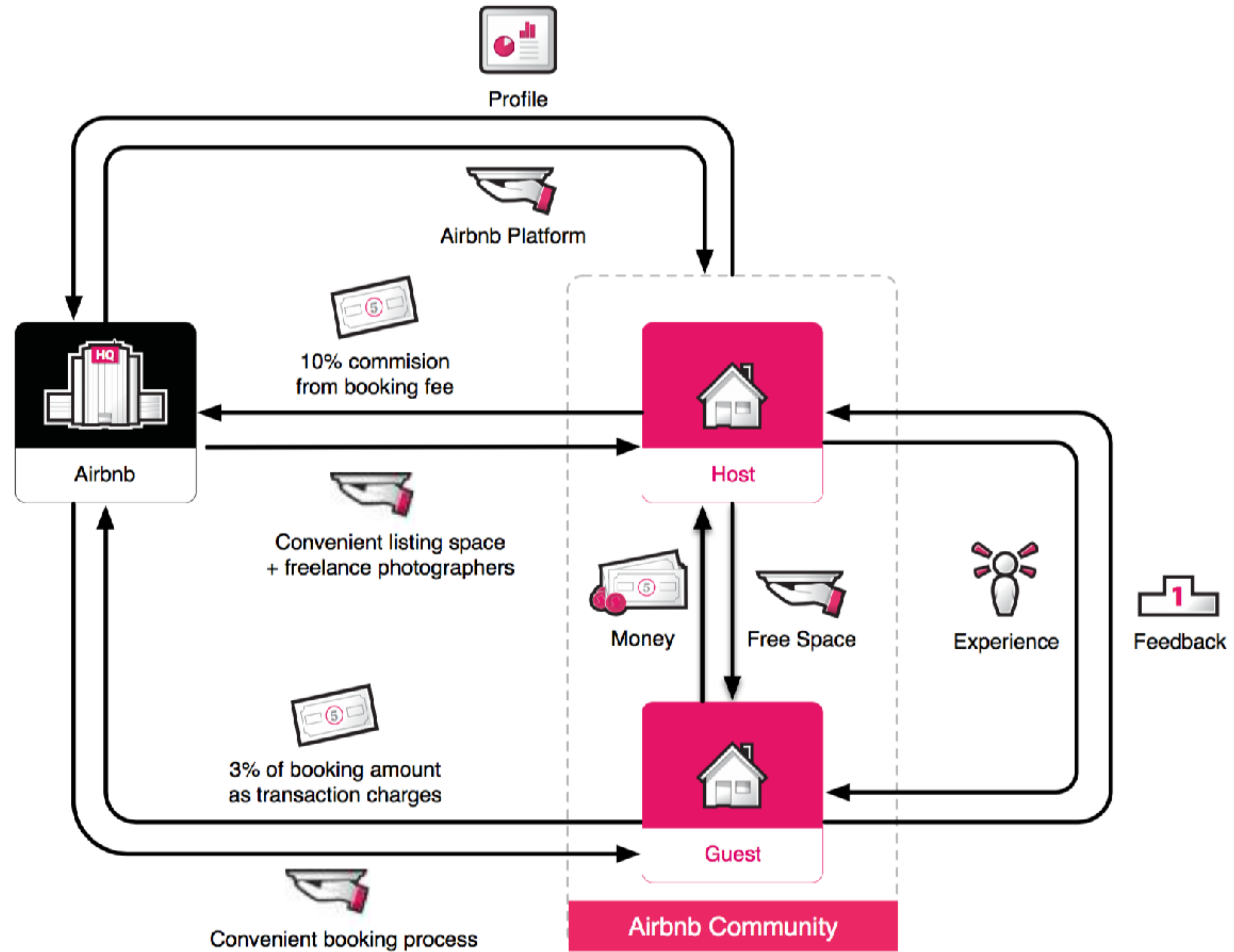
Providing the platform for "free", Airbnb takes a flat 10% commission on the booking amount and charges 3% transaction costs to guests for every booking they make.

Other companies with similar business model.

- www.getyourguide.com
- www.etsy.com
- www.opendesks.com
- www.thestorefront.com

Business model characteristics.

- ▶ Personal Reviews
- ▶ P2P-model
- ▶ Online community
- ▶ Broker model



Example 2

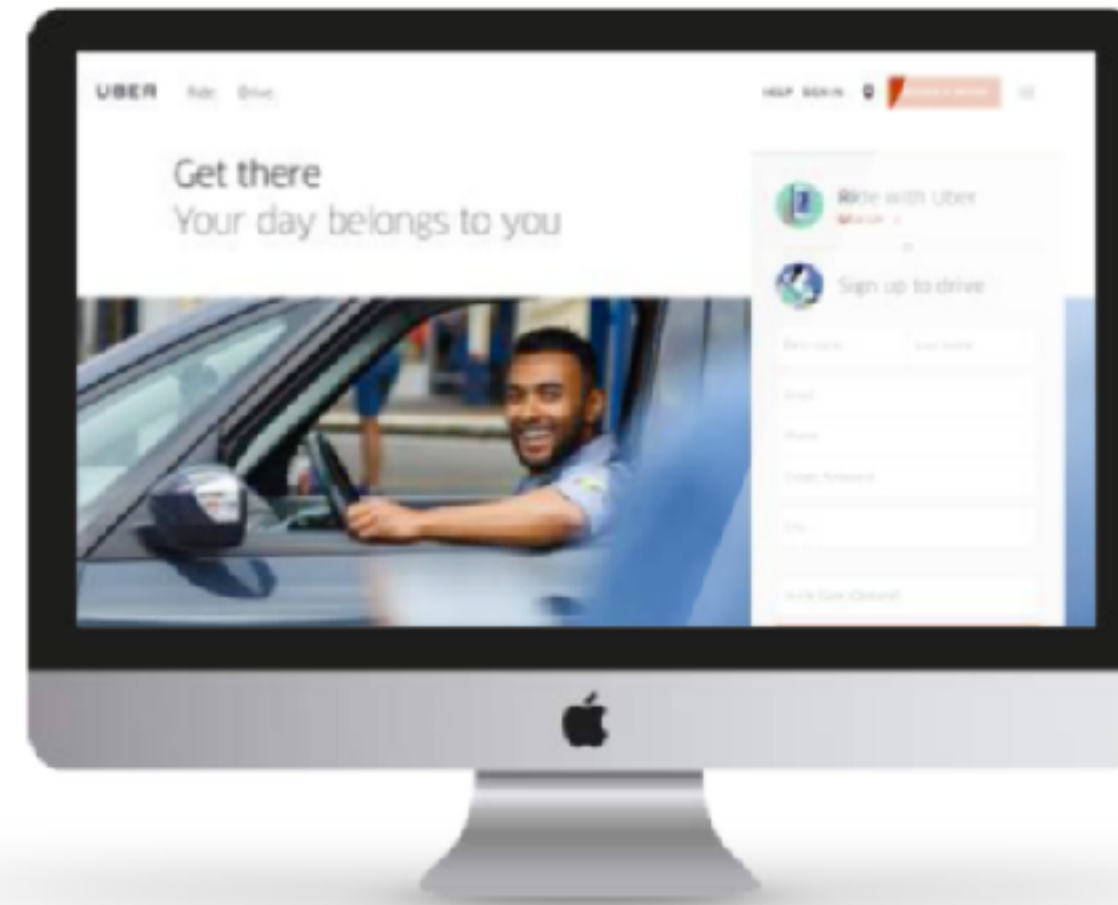


UBER

Uber is an on-demand ride service that connects passengers with drivers of cars through an app.

Anyone with a driver's license, a new car & no traffic ticket can become an Uber driver.

www.uber.com



Key info

HQ San Francisco, US

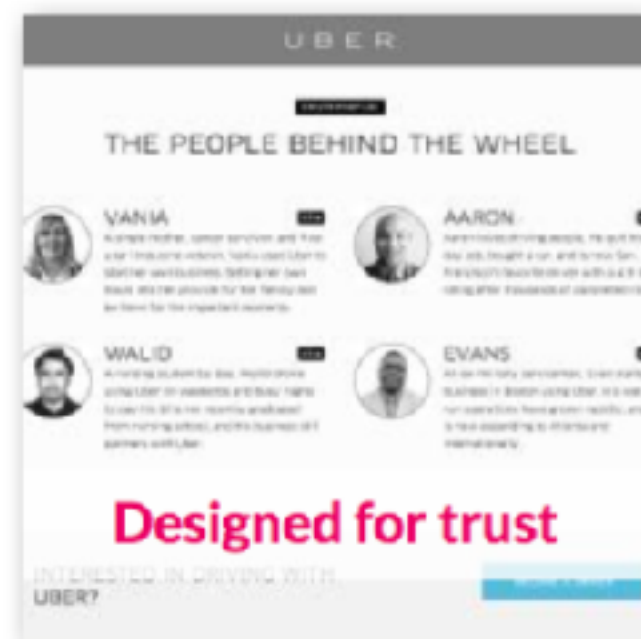
Industry to learn from Transportation

Founded 2009

Facts

- ▶ Under pressure of the taxi industry Uber has experienced legal problems in many European cities including Brussels.
- ▶ Uber has raised over 8 billion in funding from 70 investors.

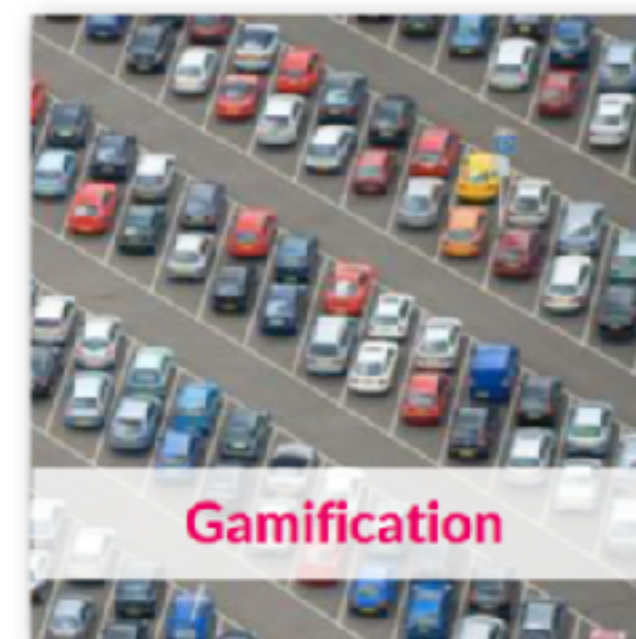
All you need to know



Passengers can see the average rating, the names & a photo of their drivers before the car arrives. Before hailing another ride customers are required to rate their previous ride.



The price of the ride depends on the demand. If demand is high the price surges to attract more drivers. Uber tries to limit surges because they repel passengers which is at odds with the Uber's long-term strategy of dominating the market.



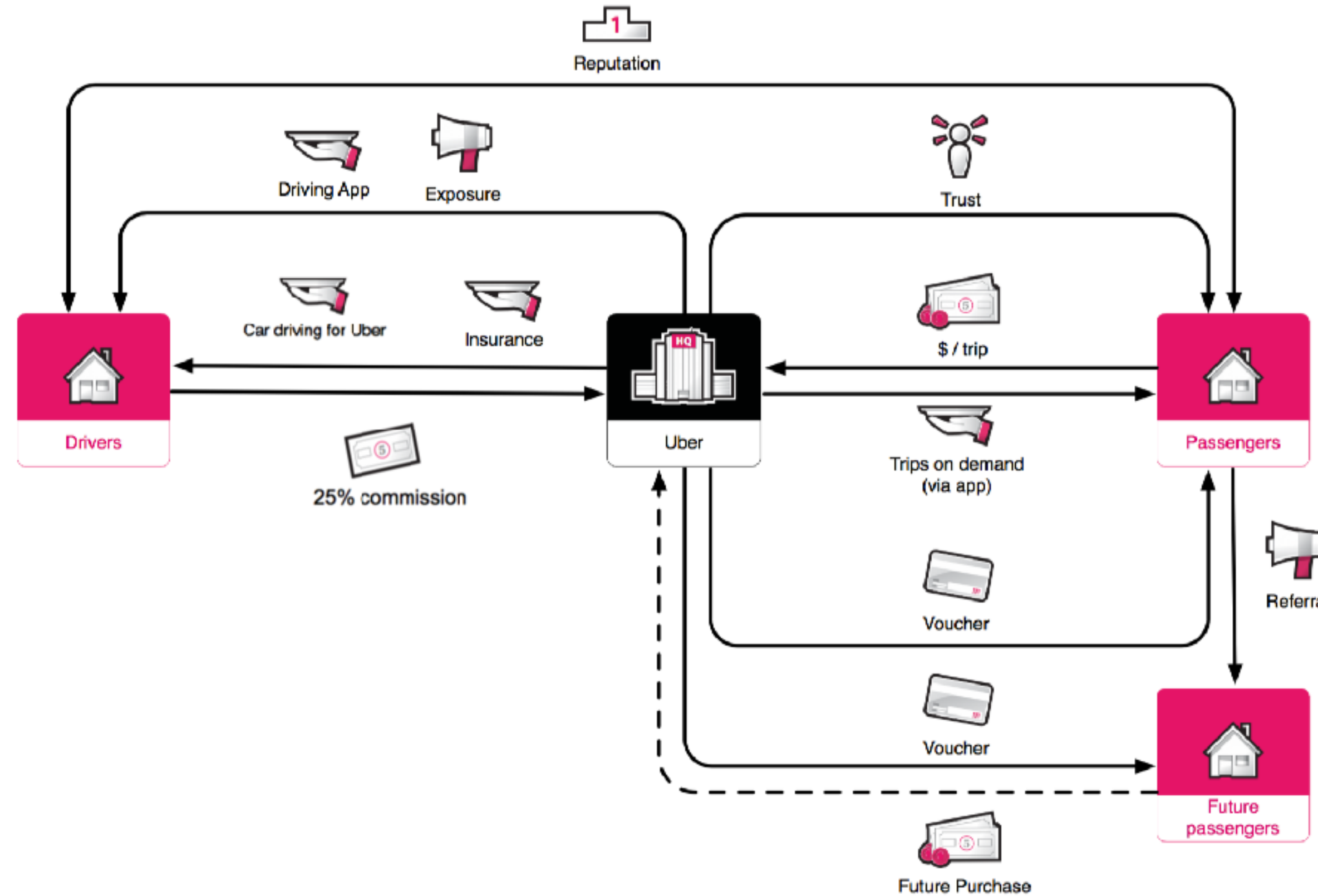
Uber uses gamification and psychological nudges in its drivers app to incentivise drivers to drive more. One example is using female personas to communicate with the overwhelmingly male population of drivers.

On which trends does this company focus?

- ▶ Shared Economy
- ▶ Mobile internet
- ▶ Big data (for pricing)
- ▶ Cashless payments

Does it bring people out of their comfort zone?

- ▶ The taxi industry argues that Uber undercuts prices and is less secure/safe. To Uber's defence, it screens all potential drivers and drivers with a rating below 4 out of 5, are blocked from using the platform.
- ▶ Uber is accused of not taking its customers safety into account because it incentivising its drivers to keep on driving.



Business Model

How do they make money?

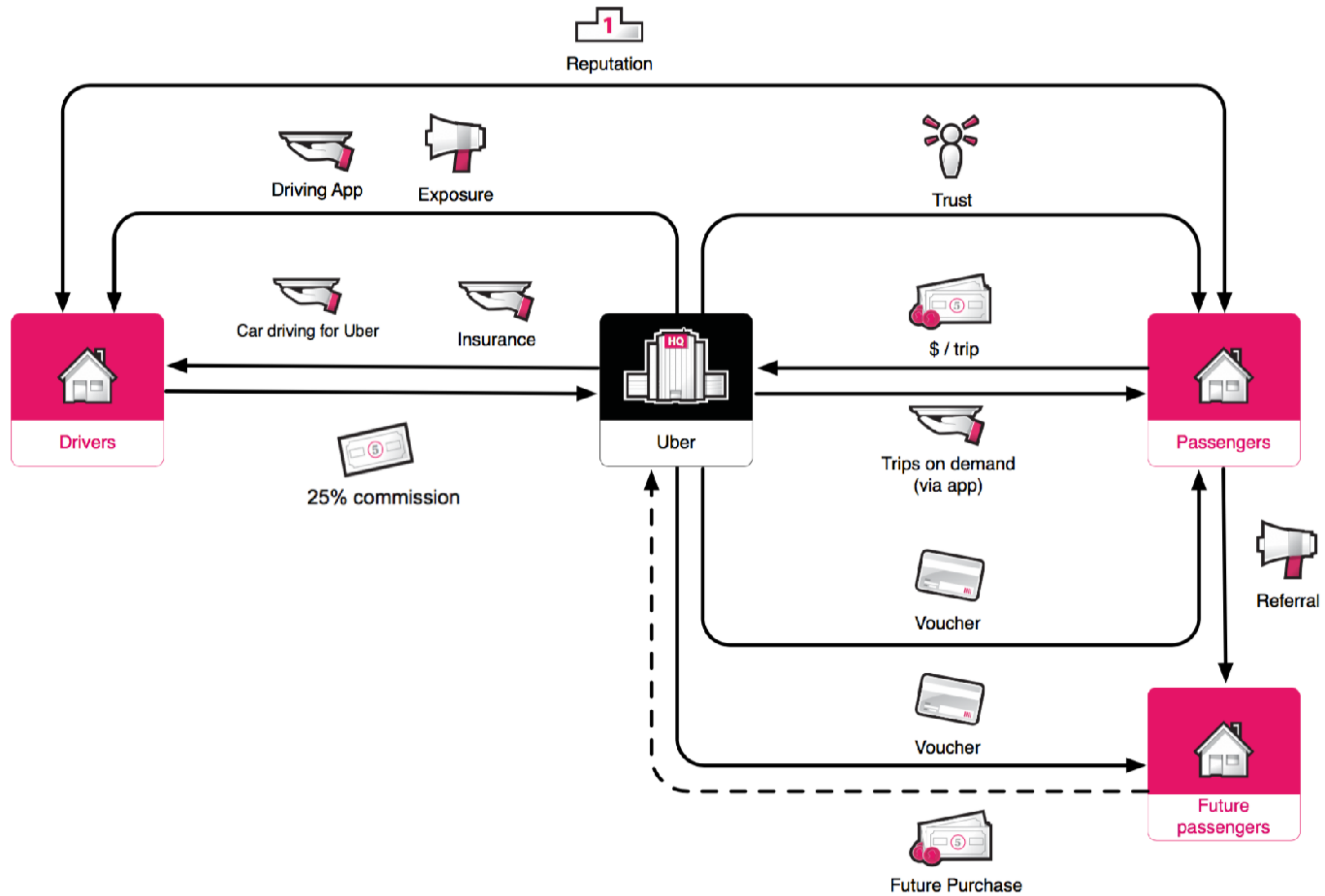
Uber charges a 25% commission on all the rides made through its service. All rides are booked through the app and the majority is paid via credit card.

Other companies with similar business model.

- <https://www.lyft.com/>
- <https://www.side.cr/>
- <https://relayrides.com/>

Business model characteristics.

- ▶ Platform based
- ▶ Crowd based



Workshop 001

How to draft your business flow?



My organization



Company



Money



Right



Consumer



Supplier



Less Money



Data



Product



reputation



Government



Non-profit



Service



Credits



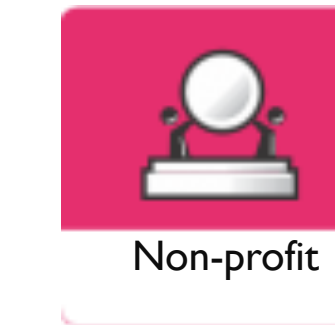
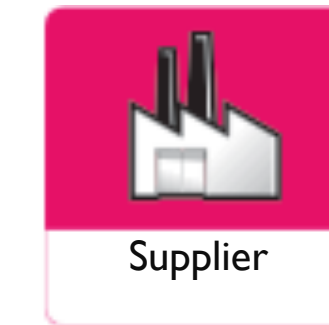
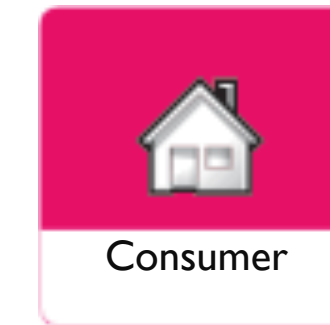
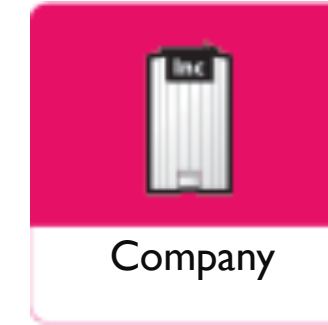
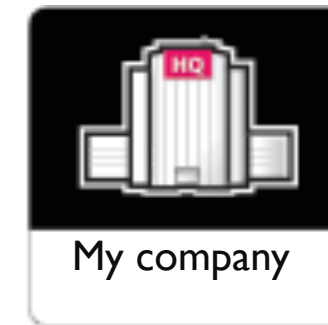
Experience



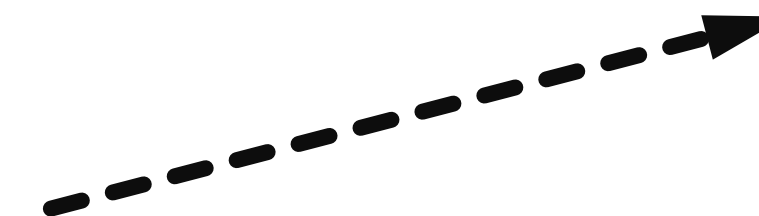
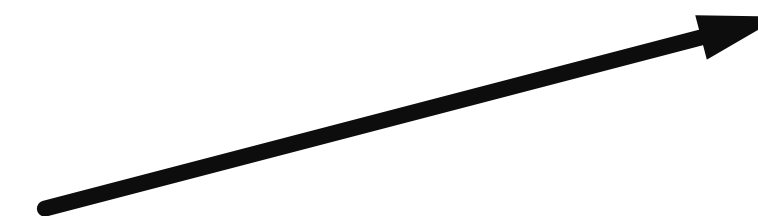
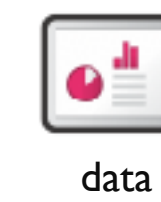
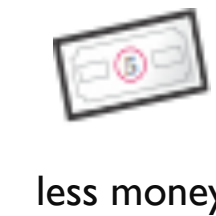
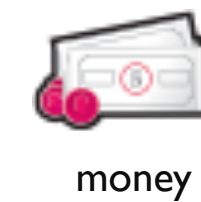
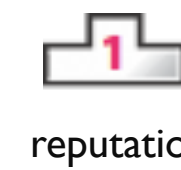
Exposure

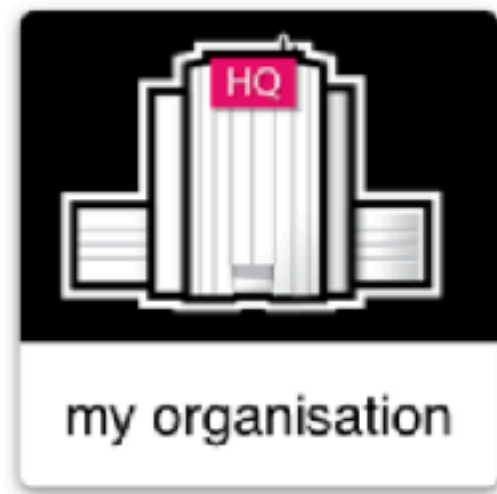
Build your business model **with** **these** **16 blocks**

6 players



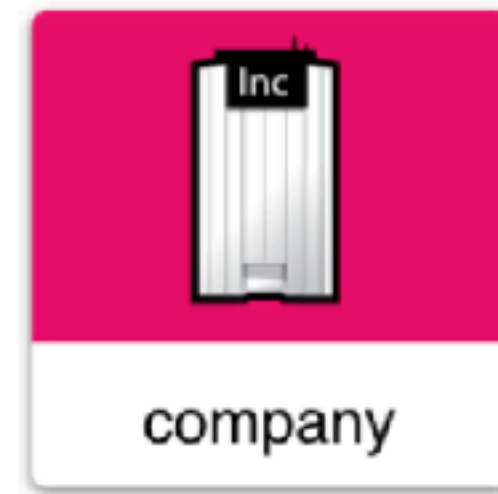
10 objects
to exchange





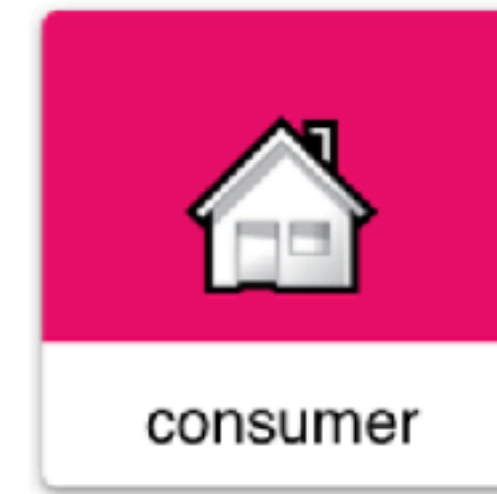
Your organization

This is where your business model starts to get a shape. Place this block in the center and build your model around it.



The company

The second most important block is the company. In most models, this will be the actor that offers a product/service. In B2B models, the company is the client and will, therefore, be illustrated with this icon.



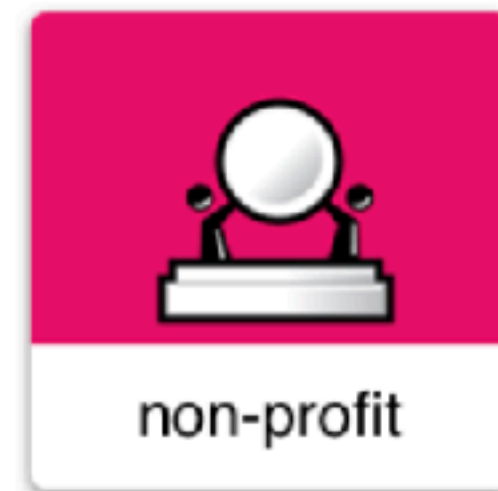
The consumer

The one that receives the product and gives something in return, is the consumer. The general company-client relation is the same in both B2B & B2C business systems.



Supplier

Although we prefer not to include much of the secondary stakeholders, sometimes it's relevant to show how the supplier side of a business system works. This icon can also be used for service suppliers.



Non-profit

Unions or charity organizations are not focused on making money but often they do have an impact on your organization. If relevant you can add this player to the system.



Government

Many companies do not like the involvement of a government in their business model, except when they have some money to offer.



Product

The first, most straightforward offer to clients is an actual product, ranging from basic commodities up to finished goods. A BMW car is one example, but today also digital products can be included.



Service

A first way to upgrade your business model is to offer a service next to the product. BMW, in this case, will not only sell you a car but will include maintenance and other services around the product. Of course, a lot of companies offer only services without product.



Experience

The two concepts of product and service are commonly applied throughout our economy. In the last years, several companies have moved a step further by offering an experience to customers. BMW does not sell a car with a service in this case, but a driving experience.



Money

The typical currency that clients pay with, is money - which is critical to a company's revenue models. This is in contrast to exchange. The blocks make a differentiation between two types of money. This first icon represents the normal value of a good, including profit.



Less money

This second icon represents money as well, but less than the normal amount covering the cost and profit of what is offered. Usually, this transaction implies that other revenue streams are added to the traditional business model.



Credits

(Virtual) credit systems are on the rise. Therefore we have to add them to the business model blocks as well. Loyalty cards and similar are also covered.



data

Data

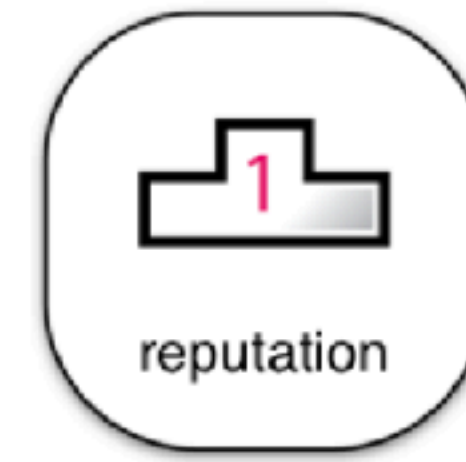
Information is one of the key items that's being transferred in modern business models. Depending on the context a mixture of 'information' related items (content, data, knowledge, articles,..) are being used in relation to this block.



right

Right

Ownership rights, IP and even the right to emit CO2 are items that stakeholders can exchange between each other. This must be the most abstract block but is necessary to illustrate the innovativeness of several models.



reputation

Reputation

Today, the next upgrade to reputation can only be found in a few sectors. In these cases, 'reputation' selling can be described as the essential brand experience. Typically, reputation will be placed at the top of Maslow's hierarchy of needs, which makes this type of transaction extremely valuable to companies.

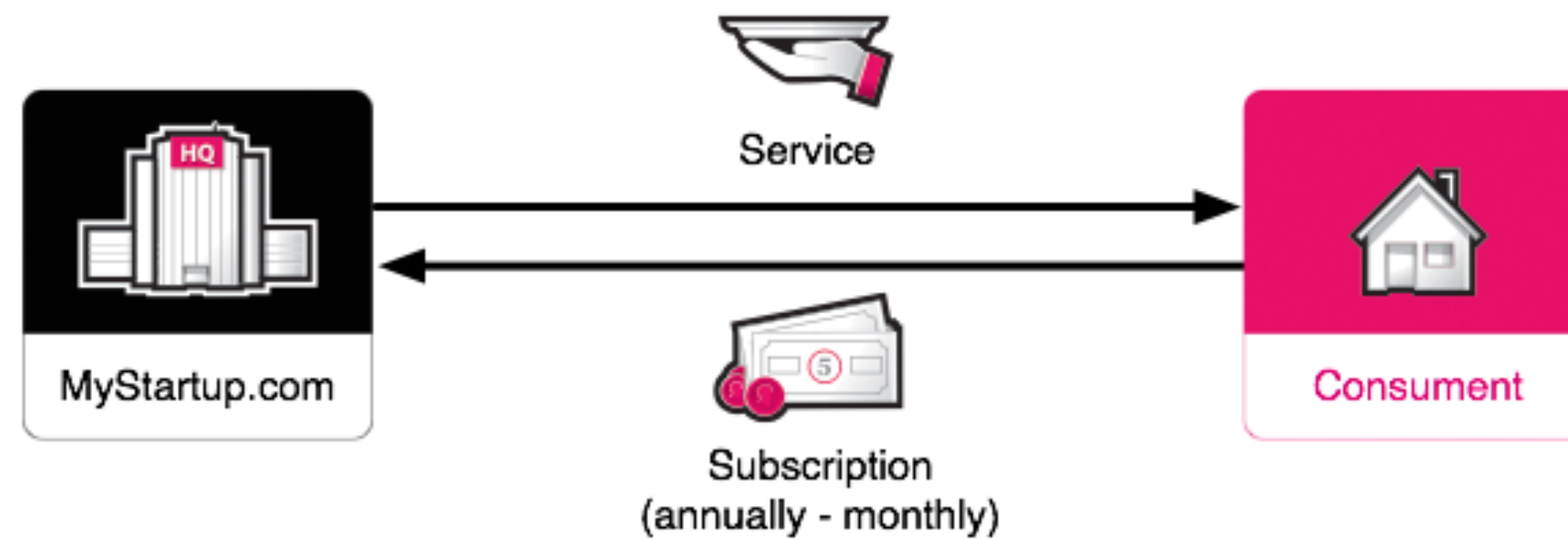


exposure

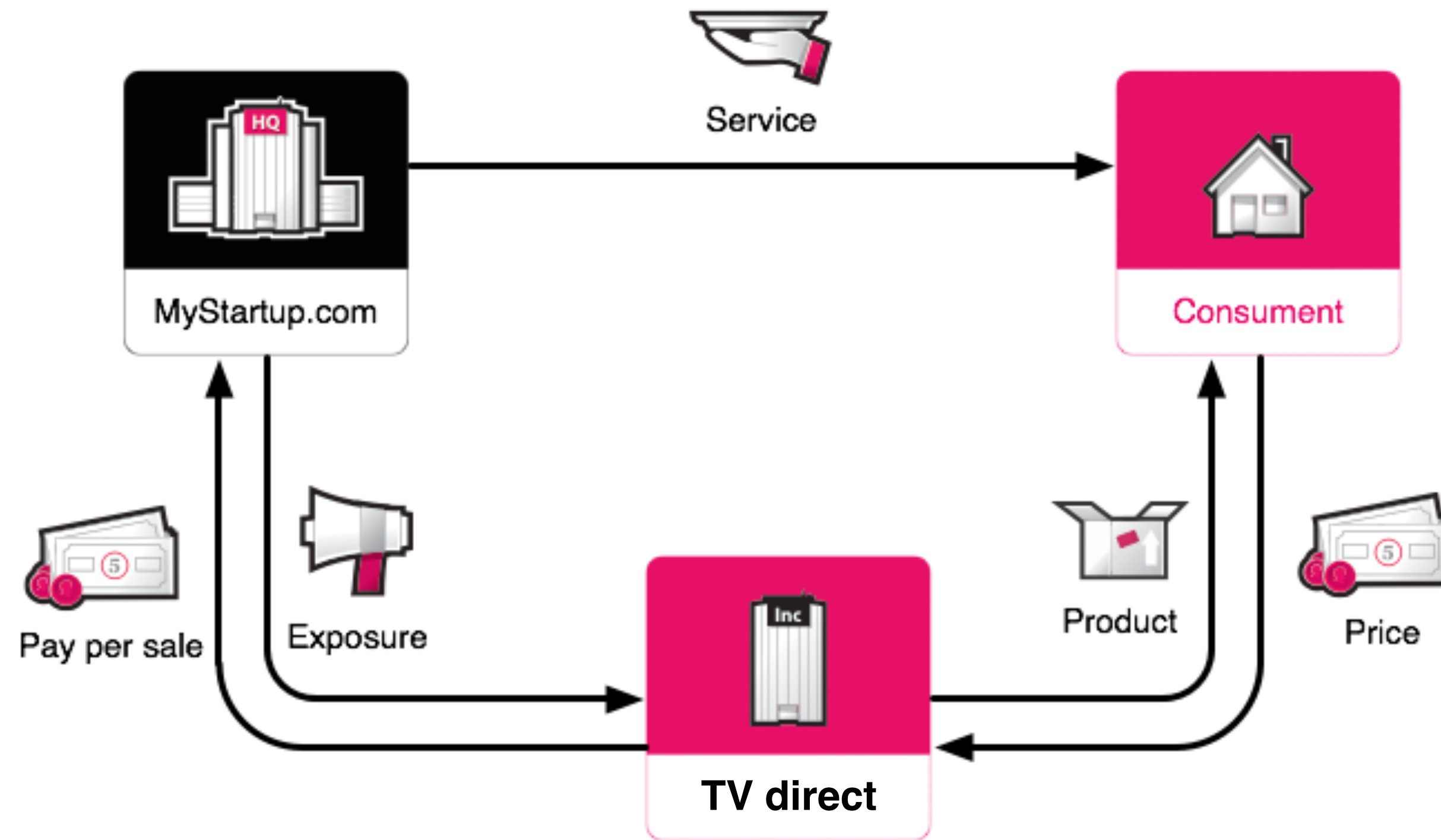
Exposure

Active exposure or attention is the next step in the evolution of currency. People are not only offering their own attention, but also that of their peers in their social environment.

Start simple: subscription model



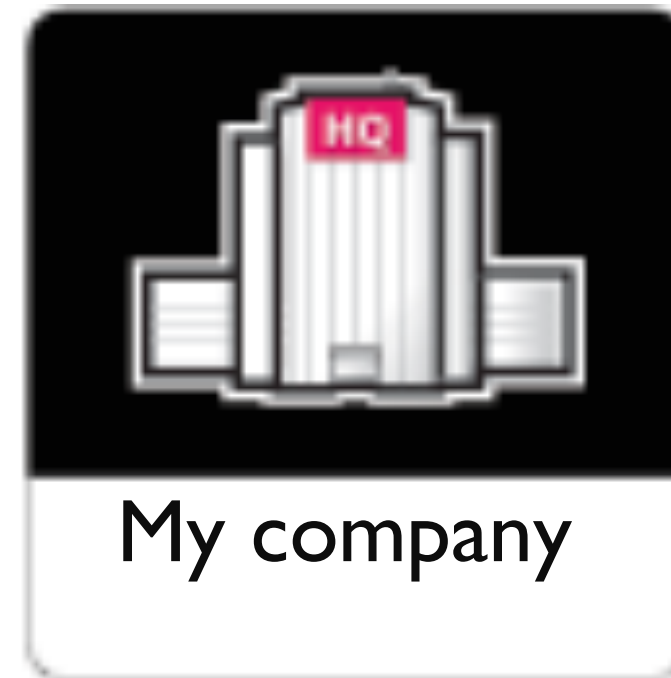
Introduce new stakeholders: e.g. Home shopping



What is this business model



Now build your own company



Home work 001

What is your Goal?

What is your business model?

How to draft your business flow?

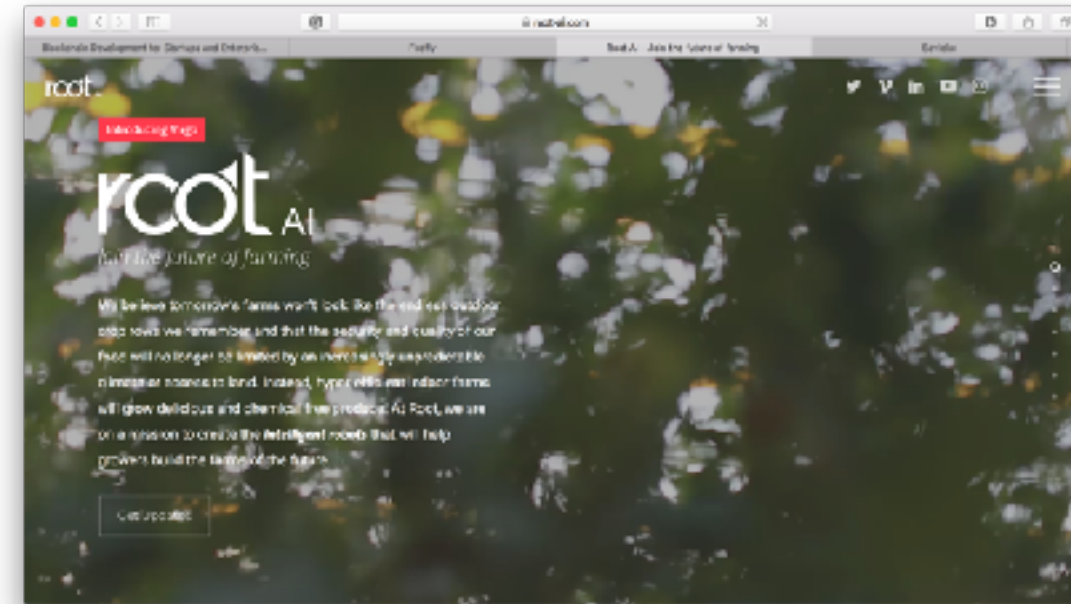
Your homework

Group 1



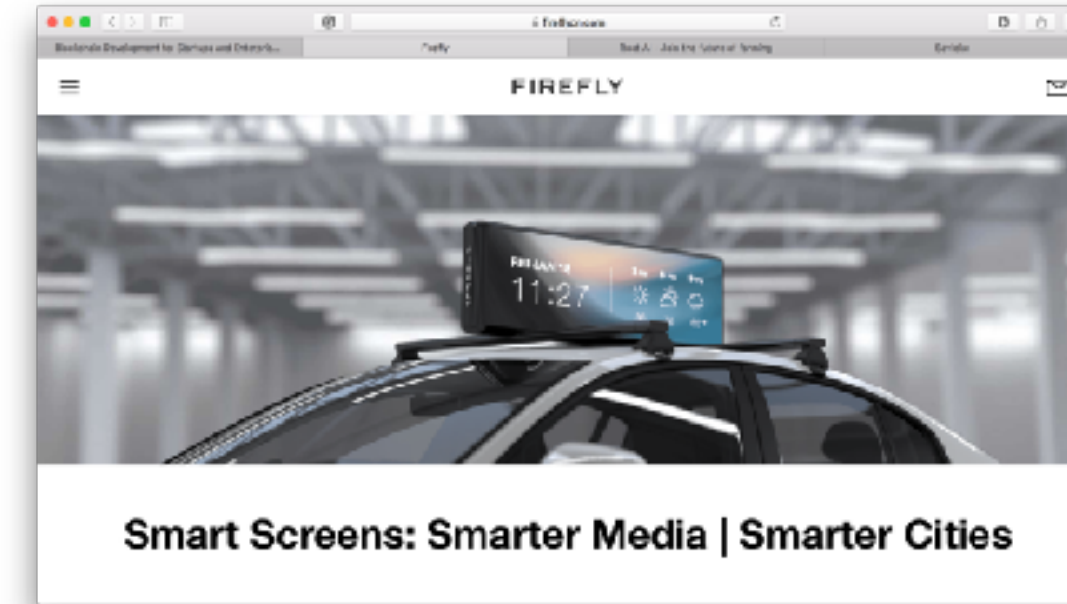
<https://www.saviok.com>

Group 2



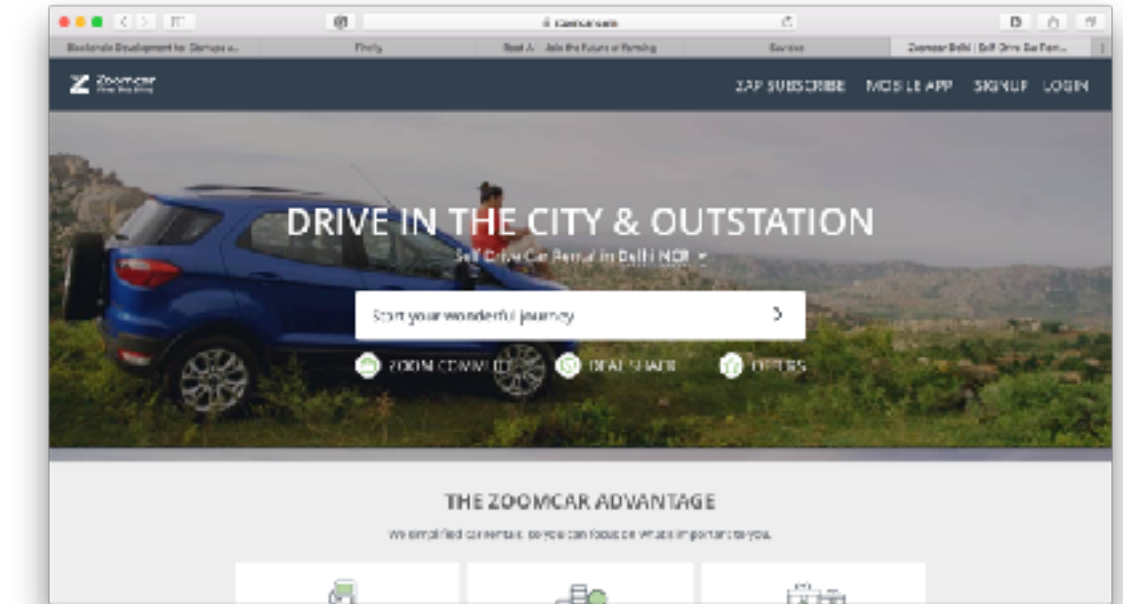
<https://root-ai.com>

Group 3



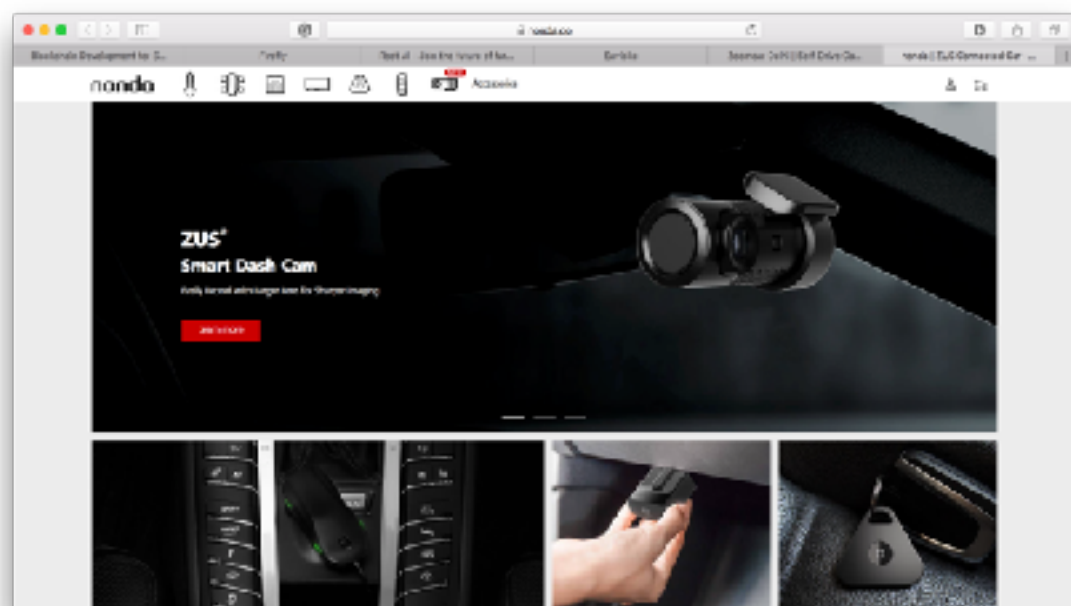
<https://fireflyon.com>
<https://www.hygh.tech>

Group 4



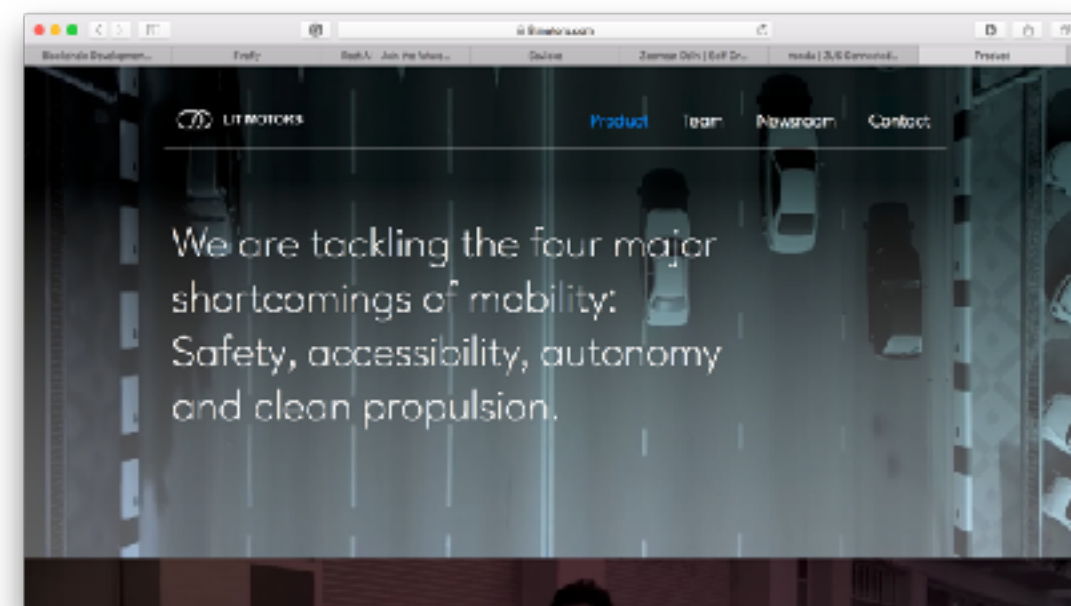
<https://www.zoomcar.com>

Group 5



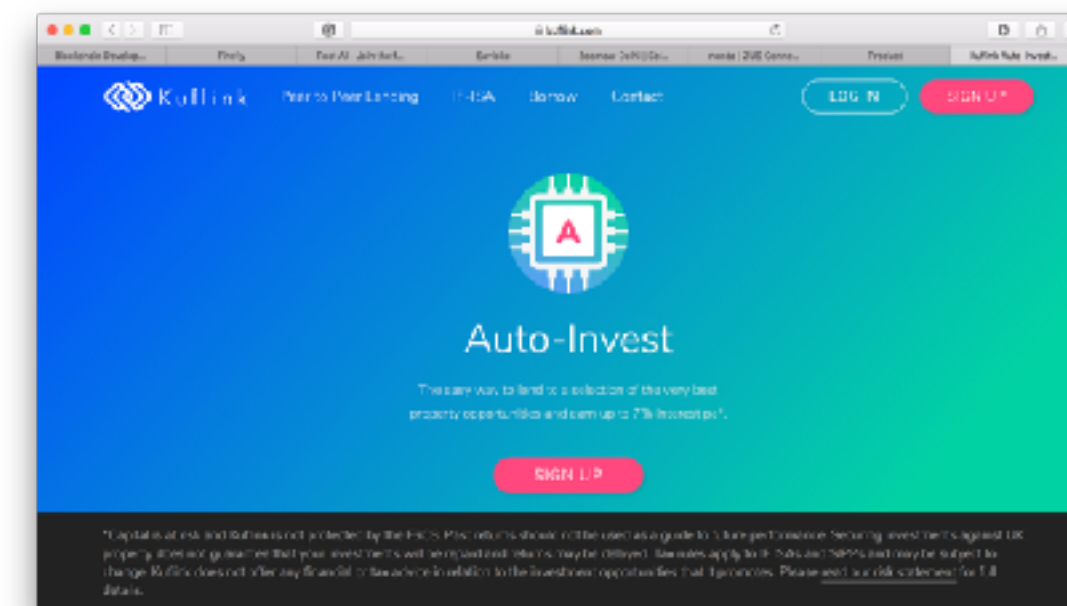
<https://www.nonda.co>

Group 6



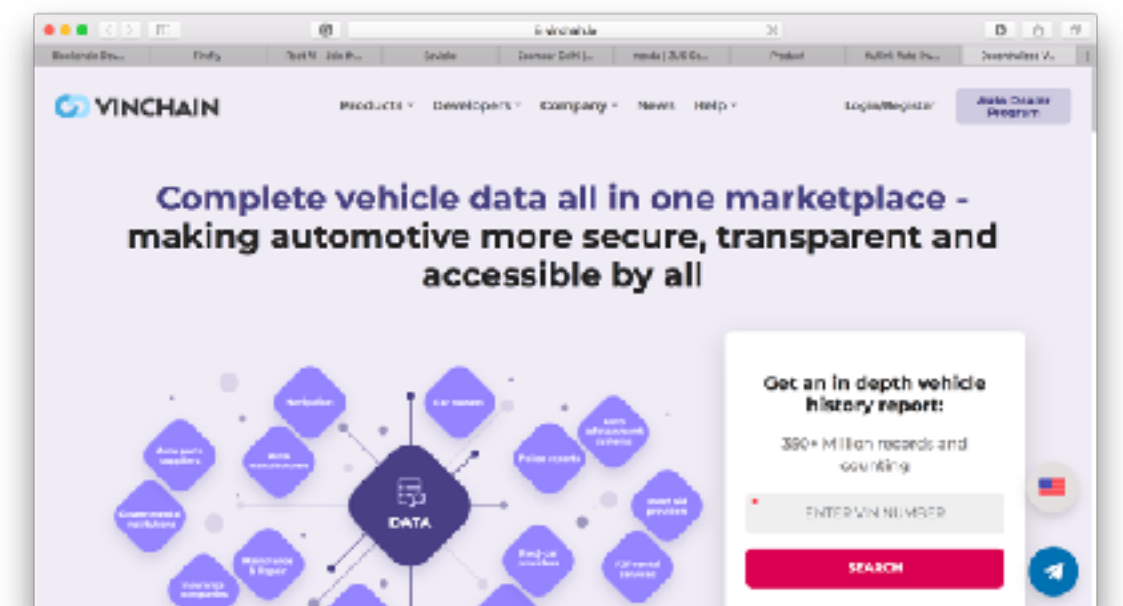
<https://www.litmotors.com>

Group 7



<https://www.kuflink.com>

Group 8



<https://www.vinchain.io>

Lecture 002

Pitching fundamental

What is the different between Pitch Deck and Sales Deck?

What is included in a pitch deck?

What to deliver?

Pitching fundamental



What should be on your pitch deck?

according to VC's and successful startups

	500 Startups	Guy Kawasaki	Sequoia Capital	NextView Ventures	Crowdfunder	Airbnb Pitch Deck
Slides	11	10	11	15+	12	13
Executive Summary				•		
Problem	•	•	•	•	•	•
Solution/Value Proposition	•	•	•	•	•	•
Market Validation/ Why Now?			•	•	•	•
Product	•		•			•
Market Size	•		•	•		•
Business Model	•	•	•	•	•	•
Underlying Magic	•	•		•		
Competition	•	•	•	•	•	•
Competitive Advantage	•					•
Marketing Plan / Go-to Market	•			•	•	•
Founding Team	•	•	•	•	•	•
Board/Advisors			•	•		
Traction / Milestones	•	•		•	•	
Press / User Testimonials				•		•
Fundraising	•	•	•	•	•	•
Financial / Use of Funds		•	•	•	•	

Problem

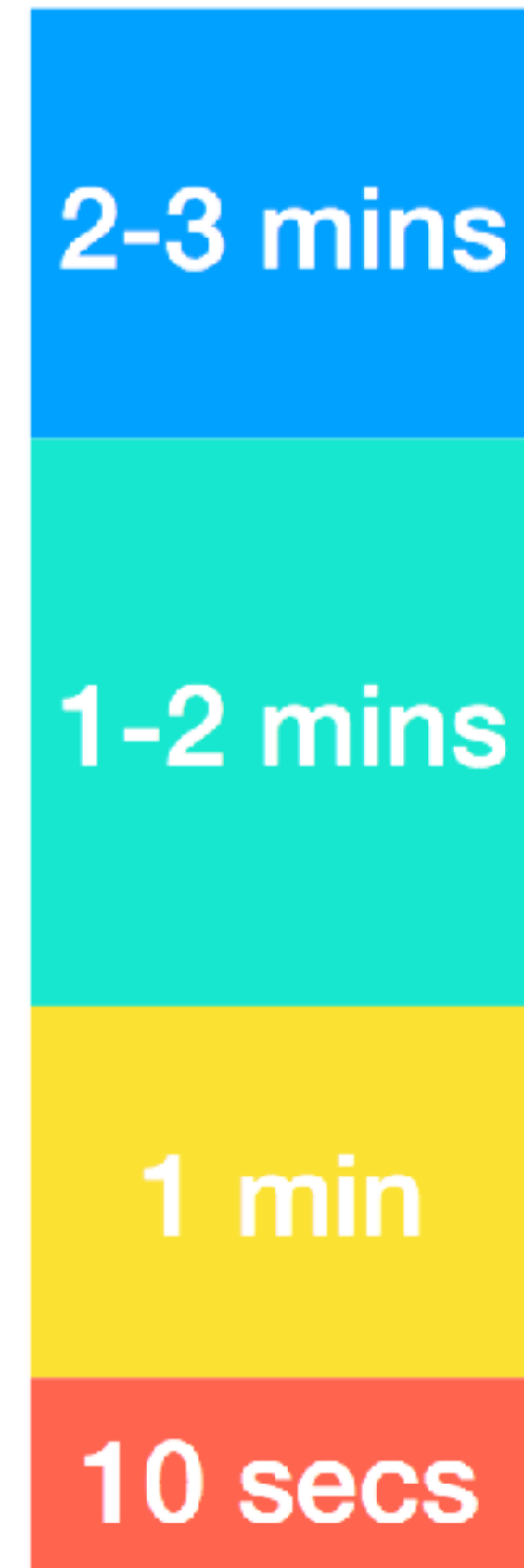
Solution / Value Proposition

Market Size / Business Model

Competition

Founding Team

Fundraising



What is the different between Pitch Deck and Sales Deck?



Sell your business

Sell your product

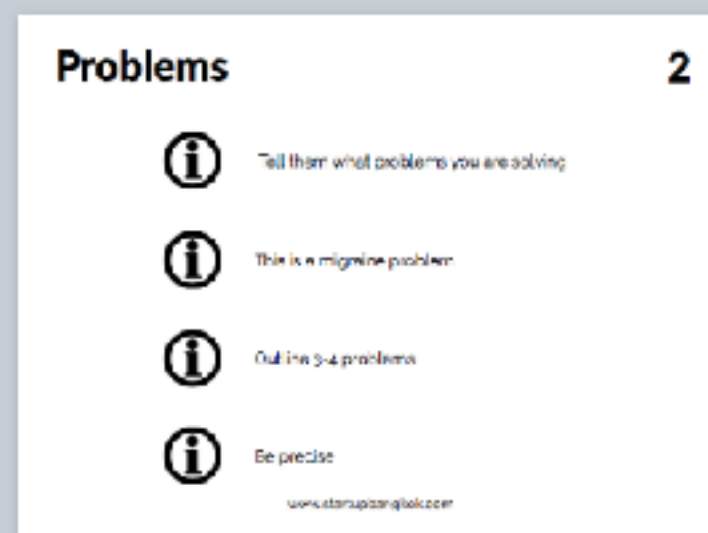
What is included in a pitch deck?



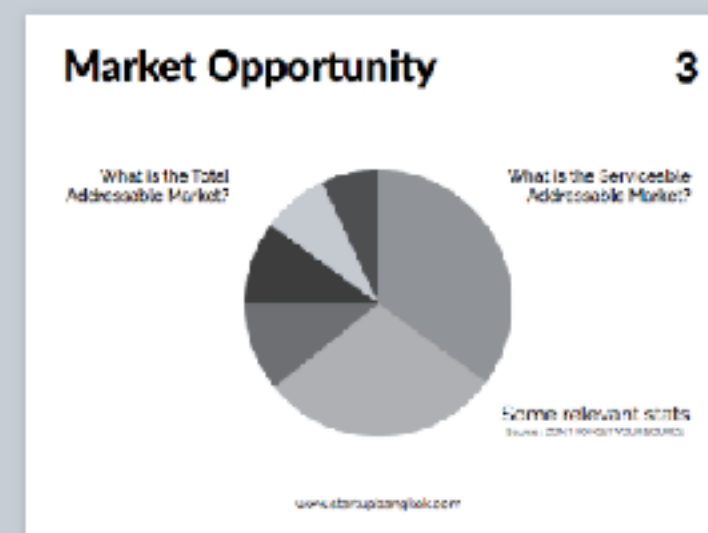
1



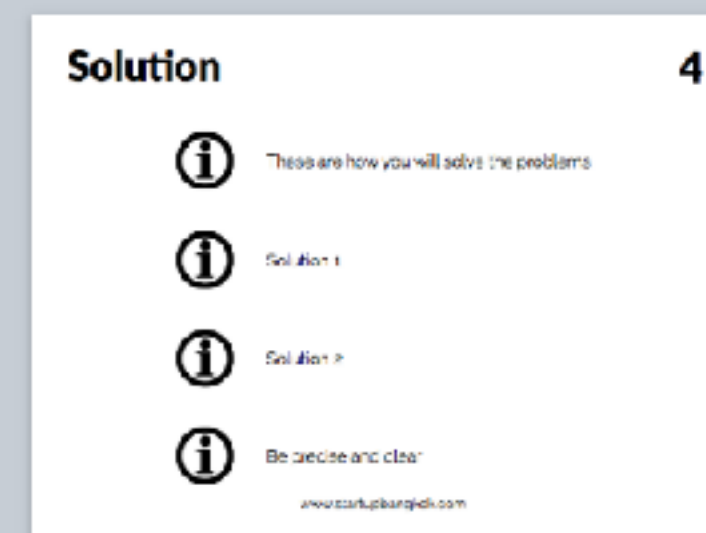
2



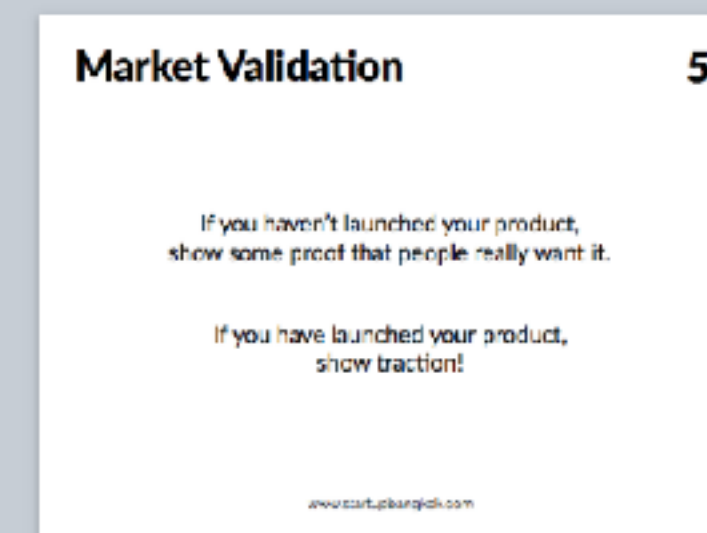
3



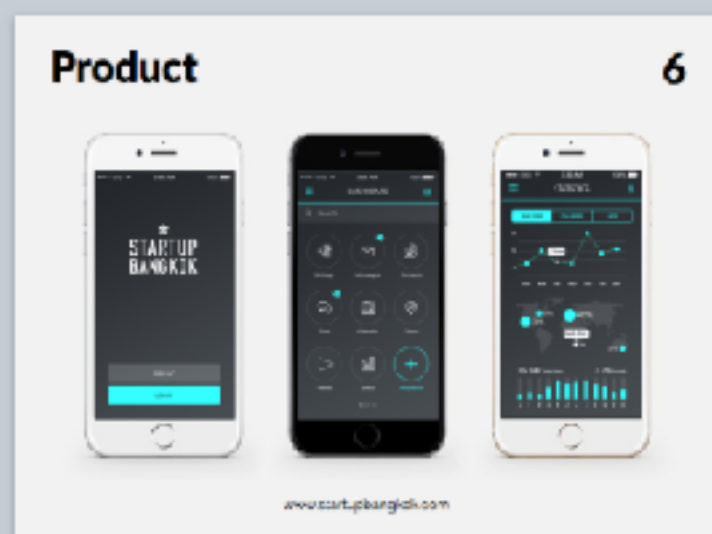
4



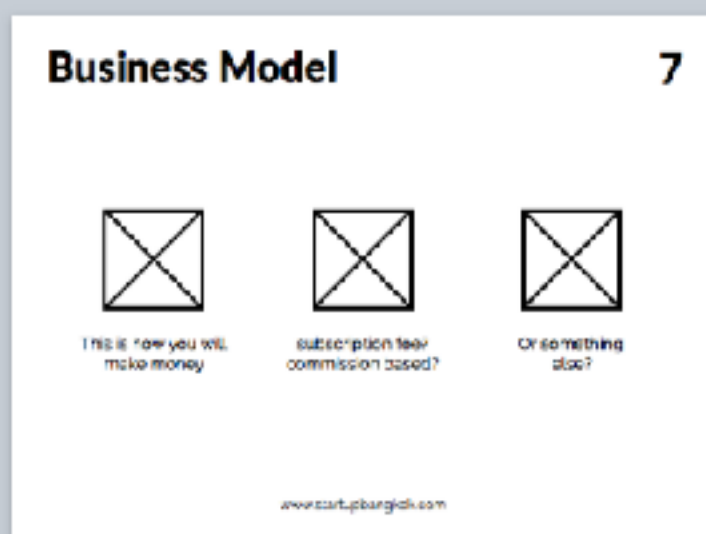
5



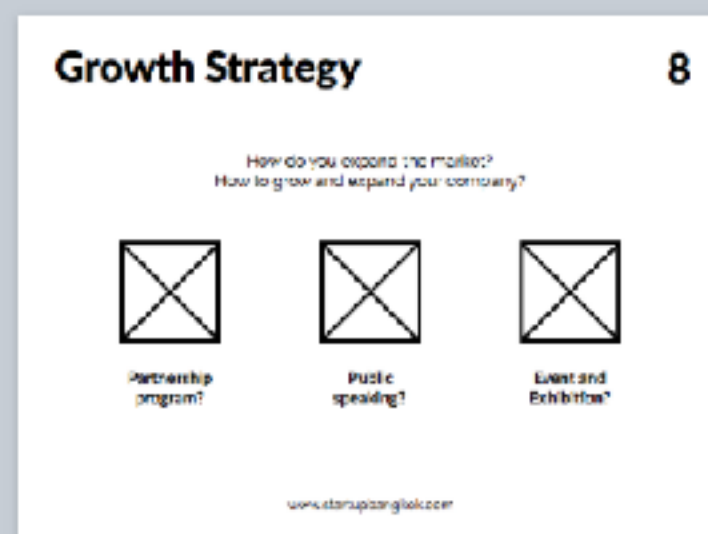
6



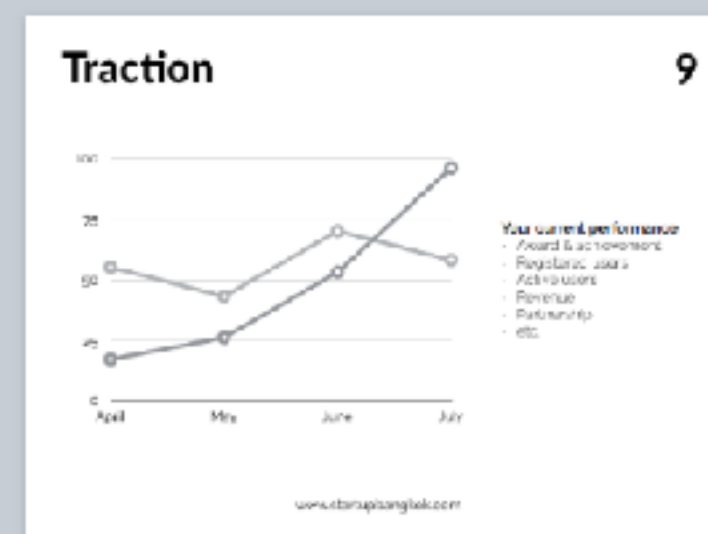
7



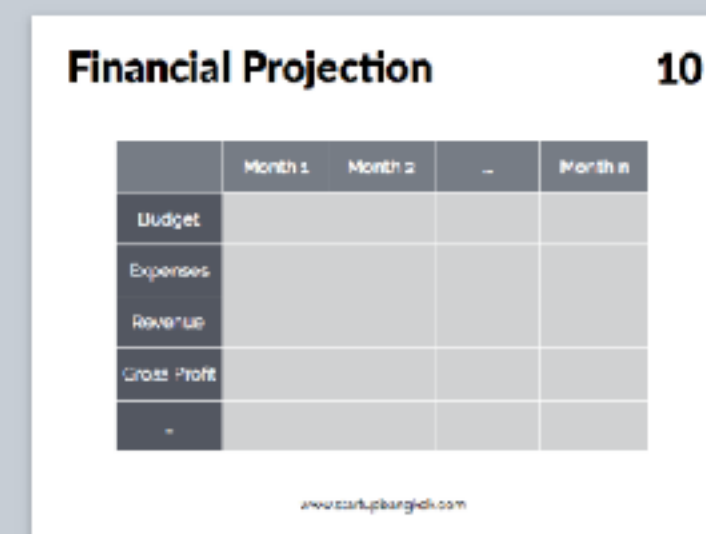
8



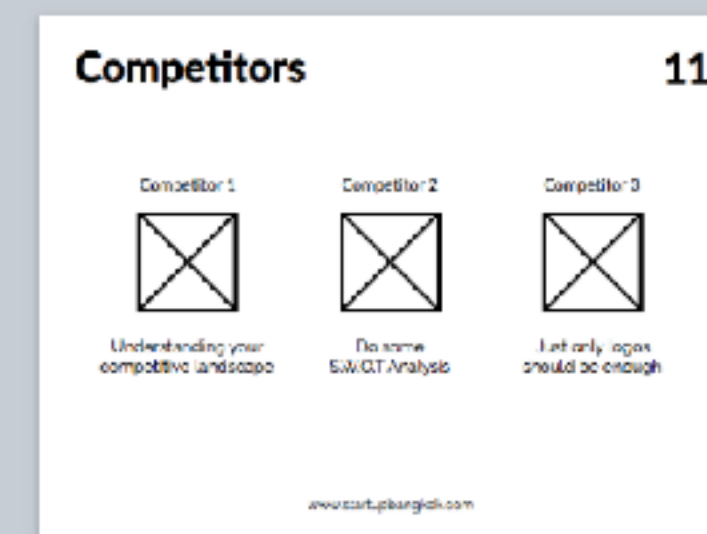
9



10



11



12



13



14



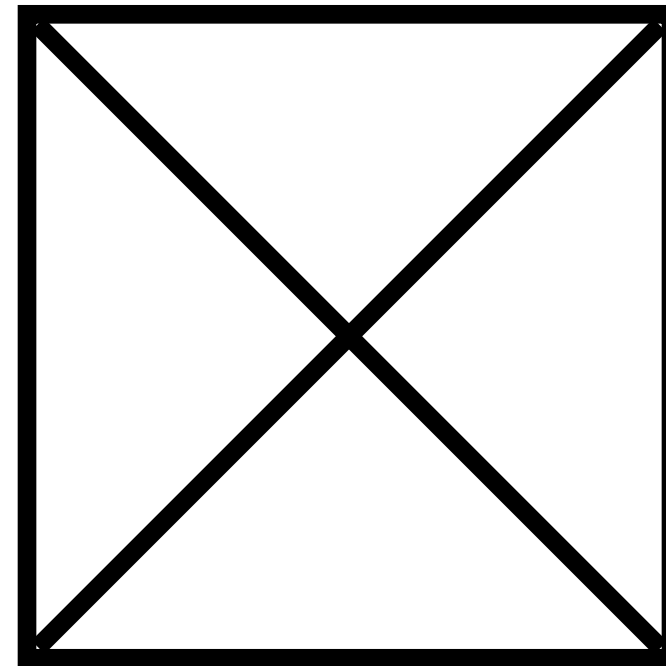
15

What to deliver?



PITCH DECK TEMPLATE

"This is just a template. Use it as a guideline."



Logo

[Your company] is ... [Tell them what are you doing]
by... [How will you do it?] to/for...[why?]

Your one sentence pitch.

Problems

2



Tell them what problems you are solving



This is a migraine problem



Outline 3-4 problems



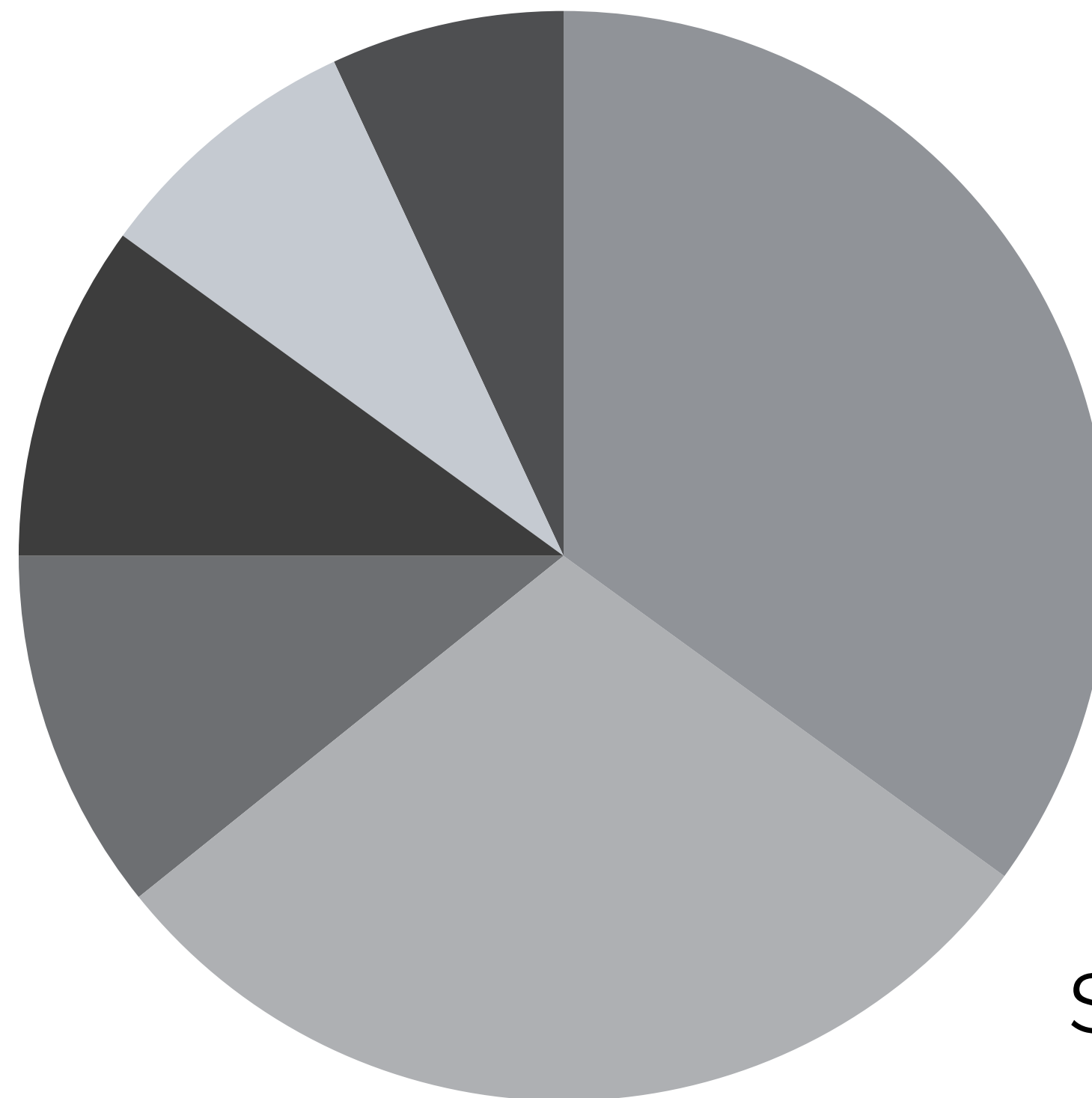
Be precise

Market Opportunity

3

What is the Total Addressable Market?

What is the Serviceable Addressable Market?



Some relevant stats

Source : DON'T FORGET YOUR SOURCE

Solution

4



These are how you will solve the problems



Solution 1



Solution 2



Be precise and clear

Market Validation

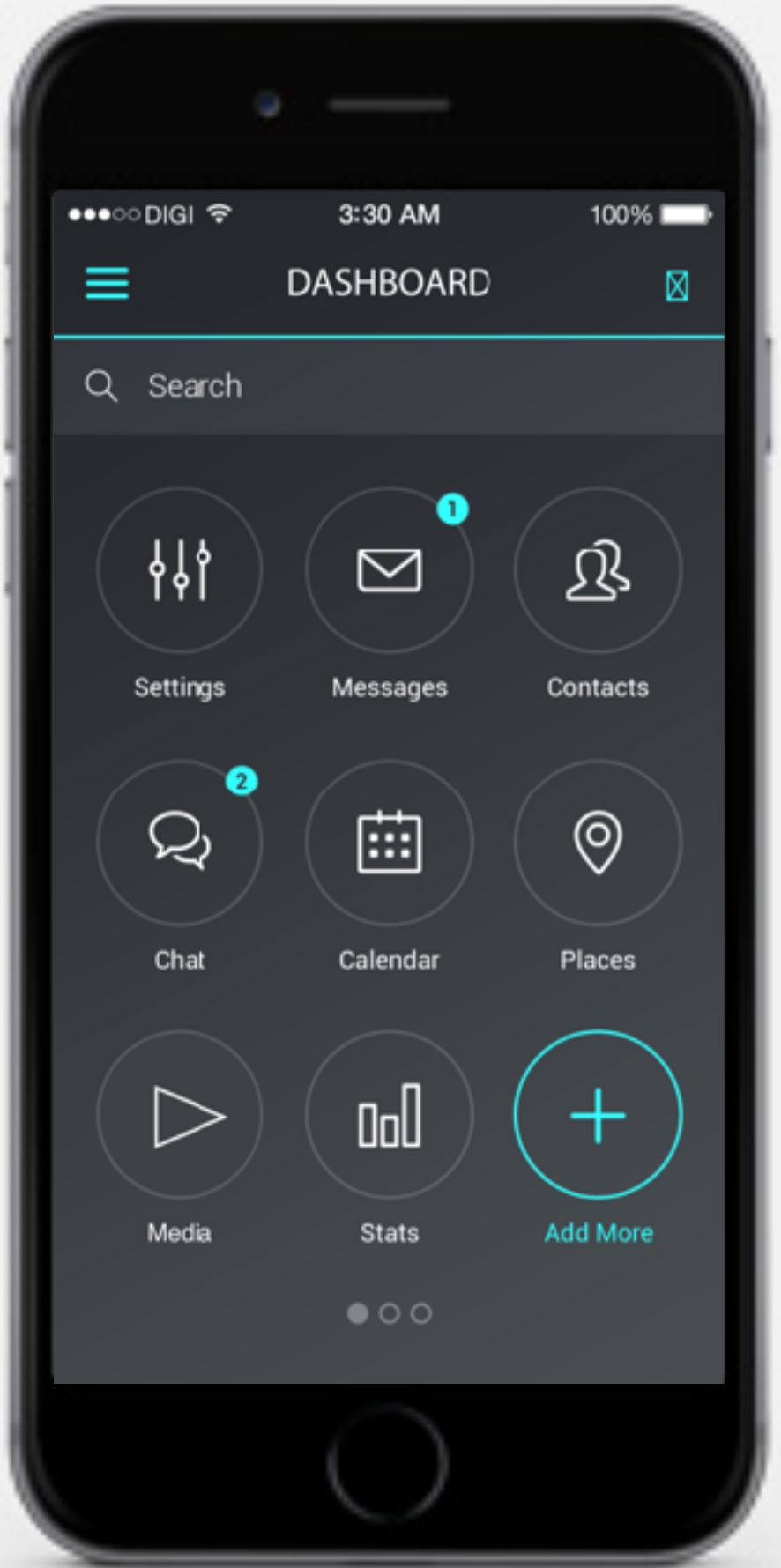
5

If you haven't launched your product,
show some proof that people really want it.

If you have launched your product,
show traction!

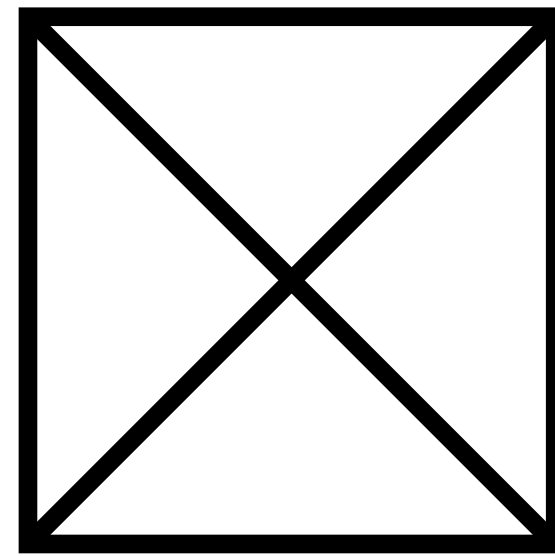
Product

6

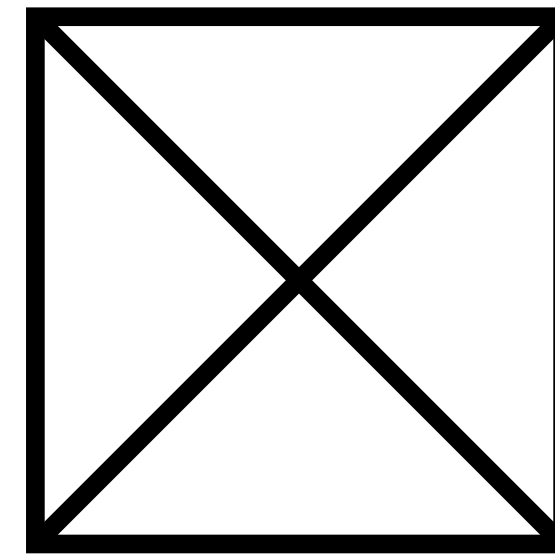


Business Model

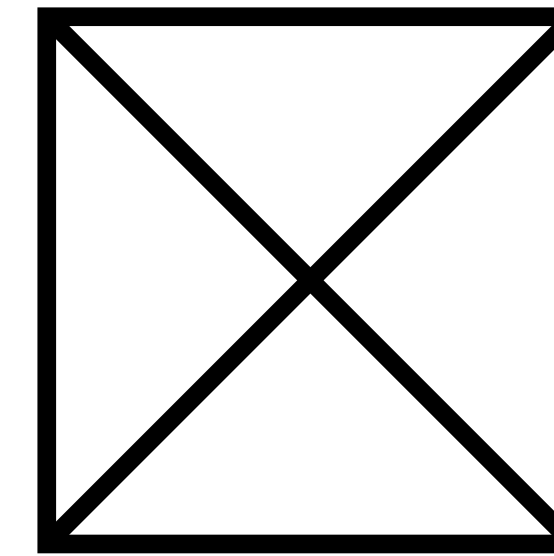
7



This is how you will
make money



subscription fee?
commission based?

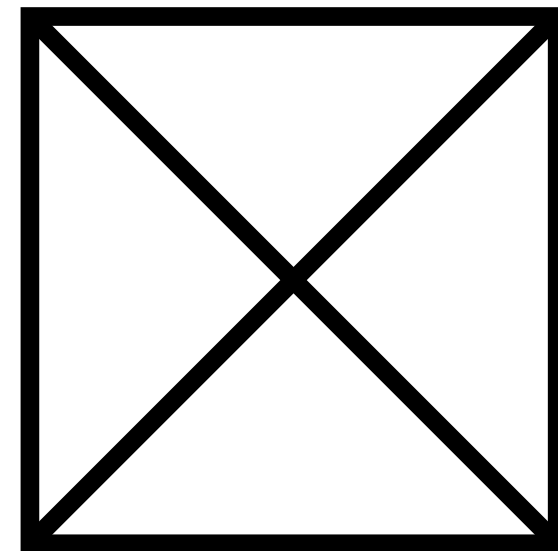


Or something
else?

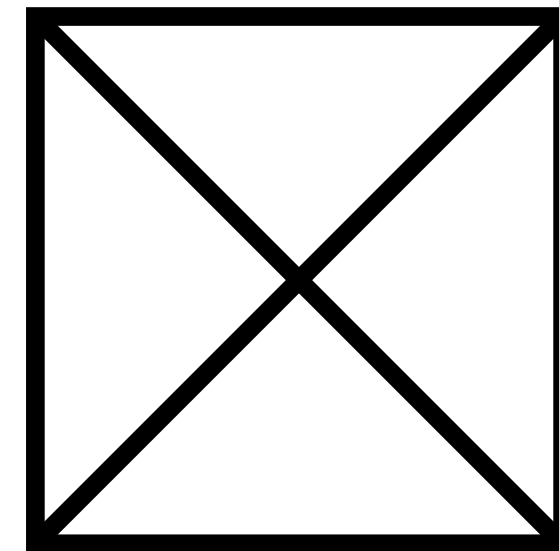
Growth Strategy

8

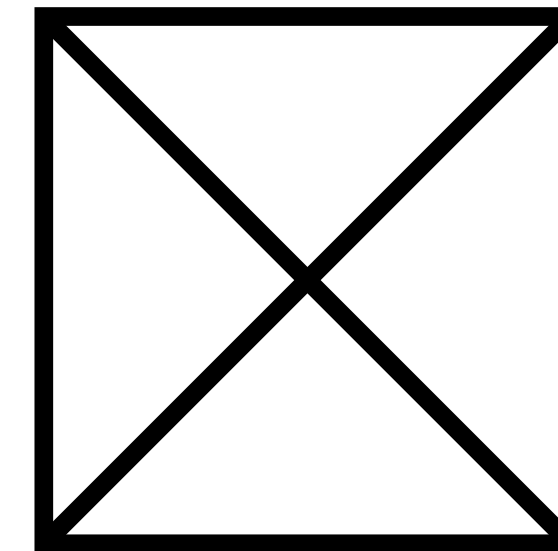
How do you expand the market?
How to grow and expand your company?



**Partnership
program?**



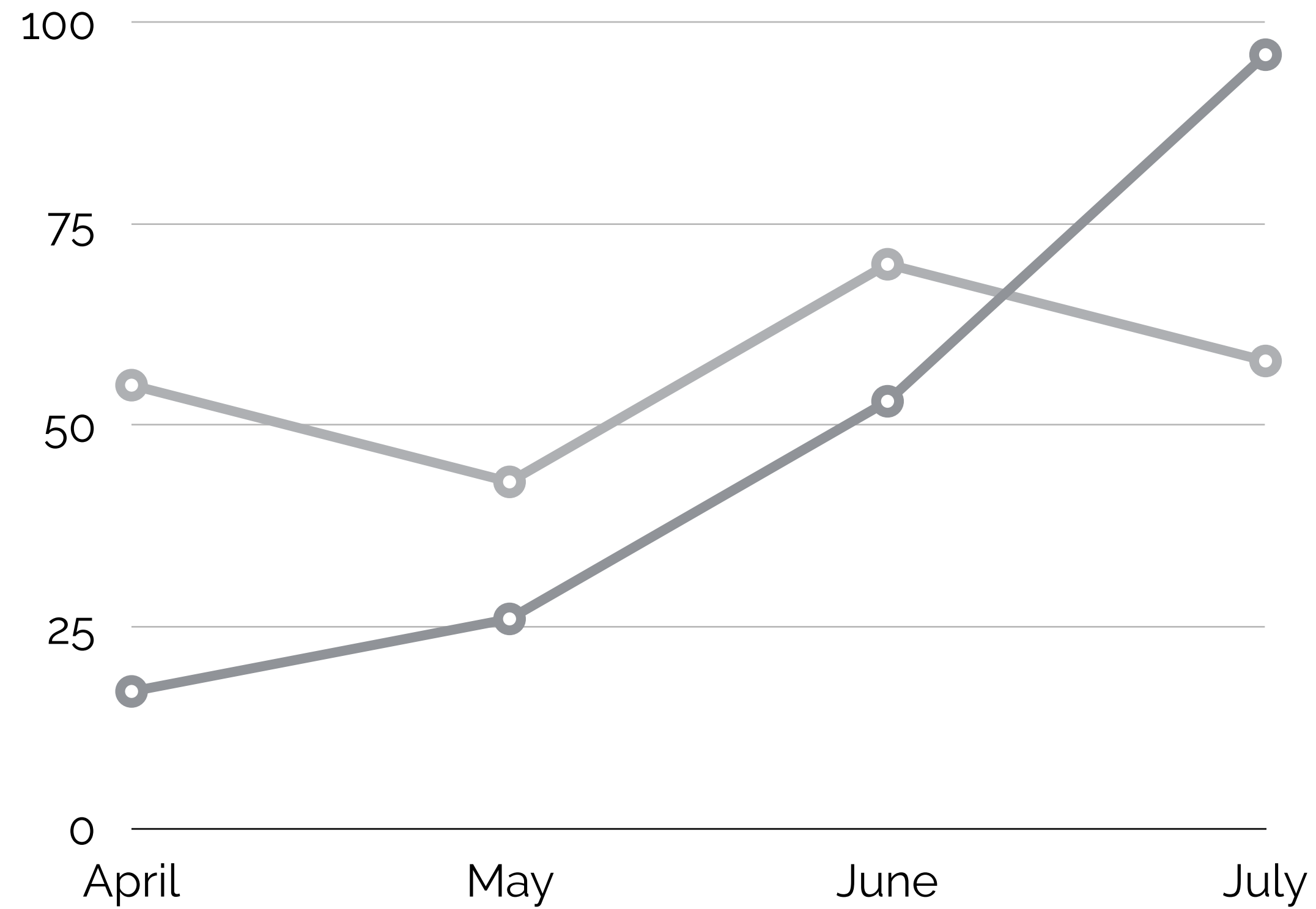
**Public
speaking?**



**Event and
Exhibition?**

Traction

9



Your current performance

- Award & achievement
- Registered users
- Active users
- Revenue
- Partnership
- etc.

Financial Projection

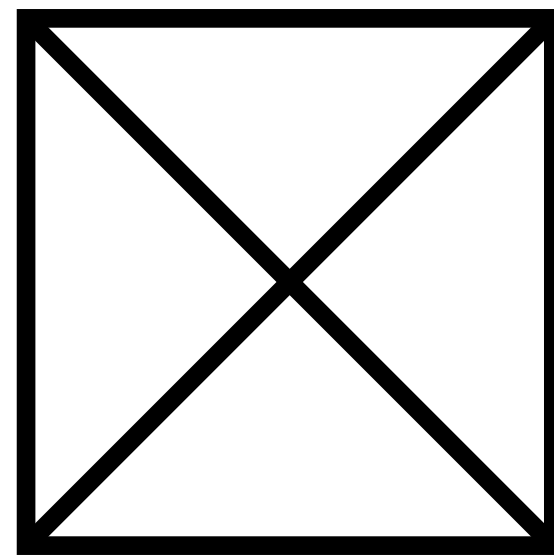
10

	Month 1	Month 2	...	Month n
Budget				
Expenses				
Revenue				
Gross Profit				
...				

Competitors

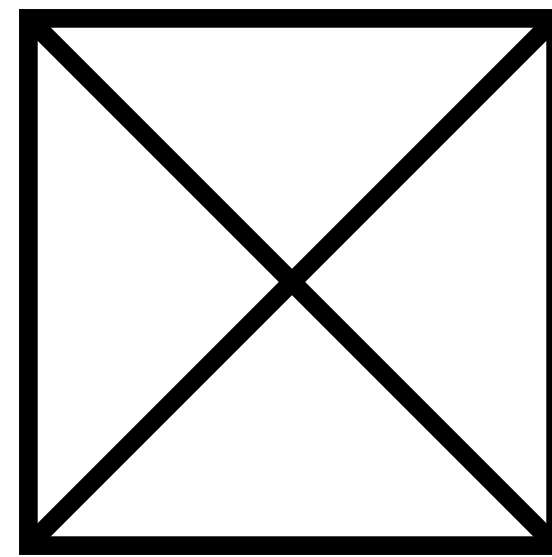
11

Competitor 1



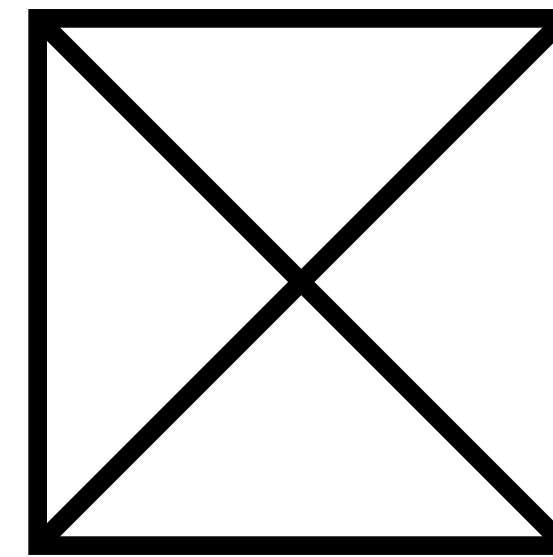
Understanding your
competitive landscape

Competitor 2



Do some S.W.O.T
Analysis

Competitor 3



Just only logos
should be enough

Team

12



I'm a CEO

Experience &
Background



I'm a CTO

Experience &
Background



I'm a CXO

Experience &
Background



I'm a CMO

Experience &
Background

Advisor



He's our advisor

Experience &
Background

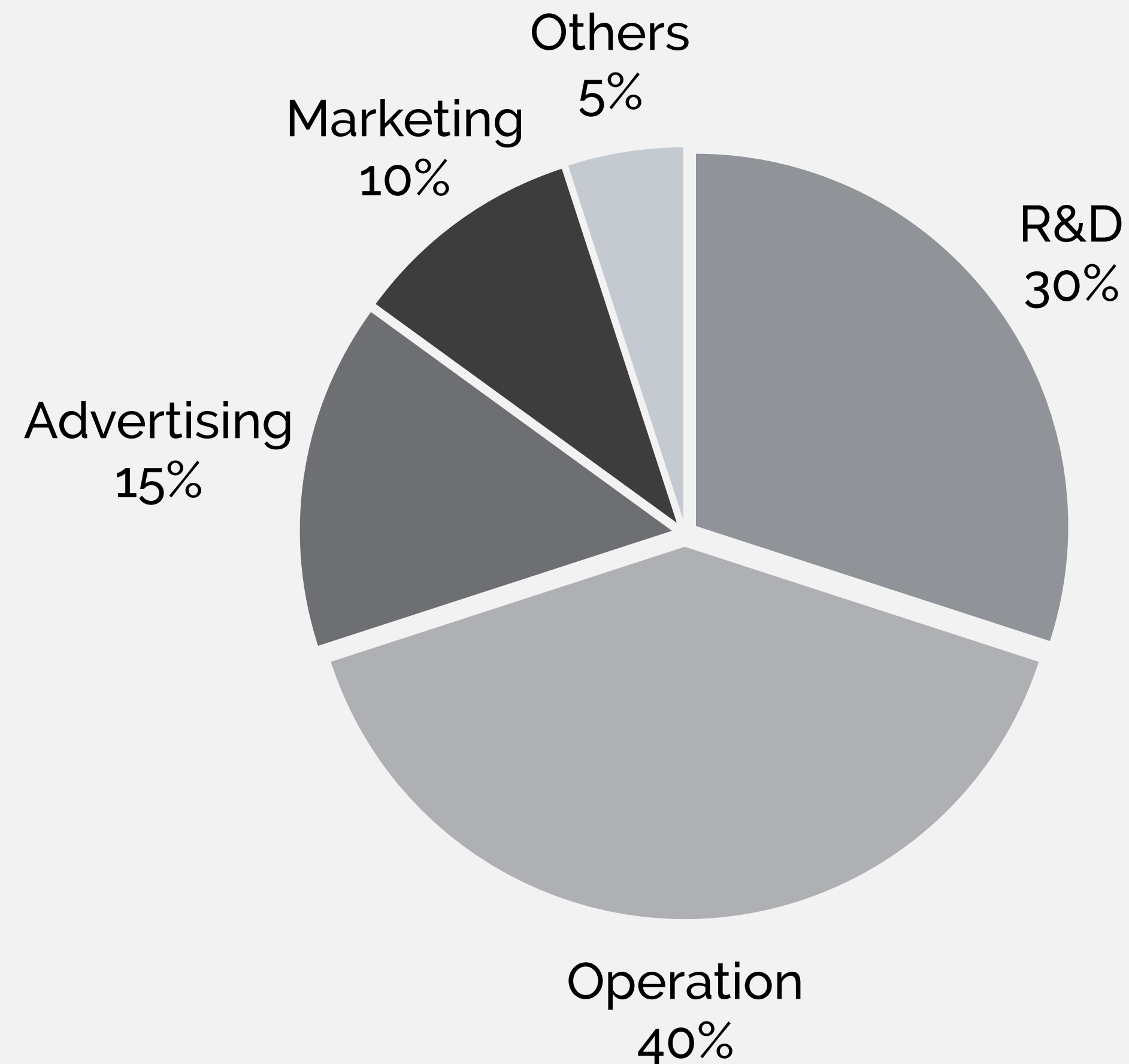


He's another advisor

Experience &
Background

Investment Opportunity

13



We are seeking for
\$ 1,000,000

Post money valuation
\$ 11,000,000

Expected outcome

500,000 Downloads
100,000 Monthly users
Other expected outcome



Thank you

hello@startupbangkok.com



@startupbangkok



startupbangkok



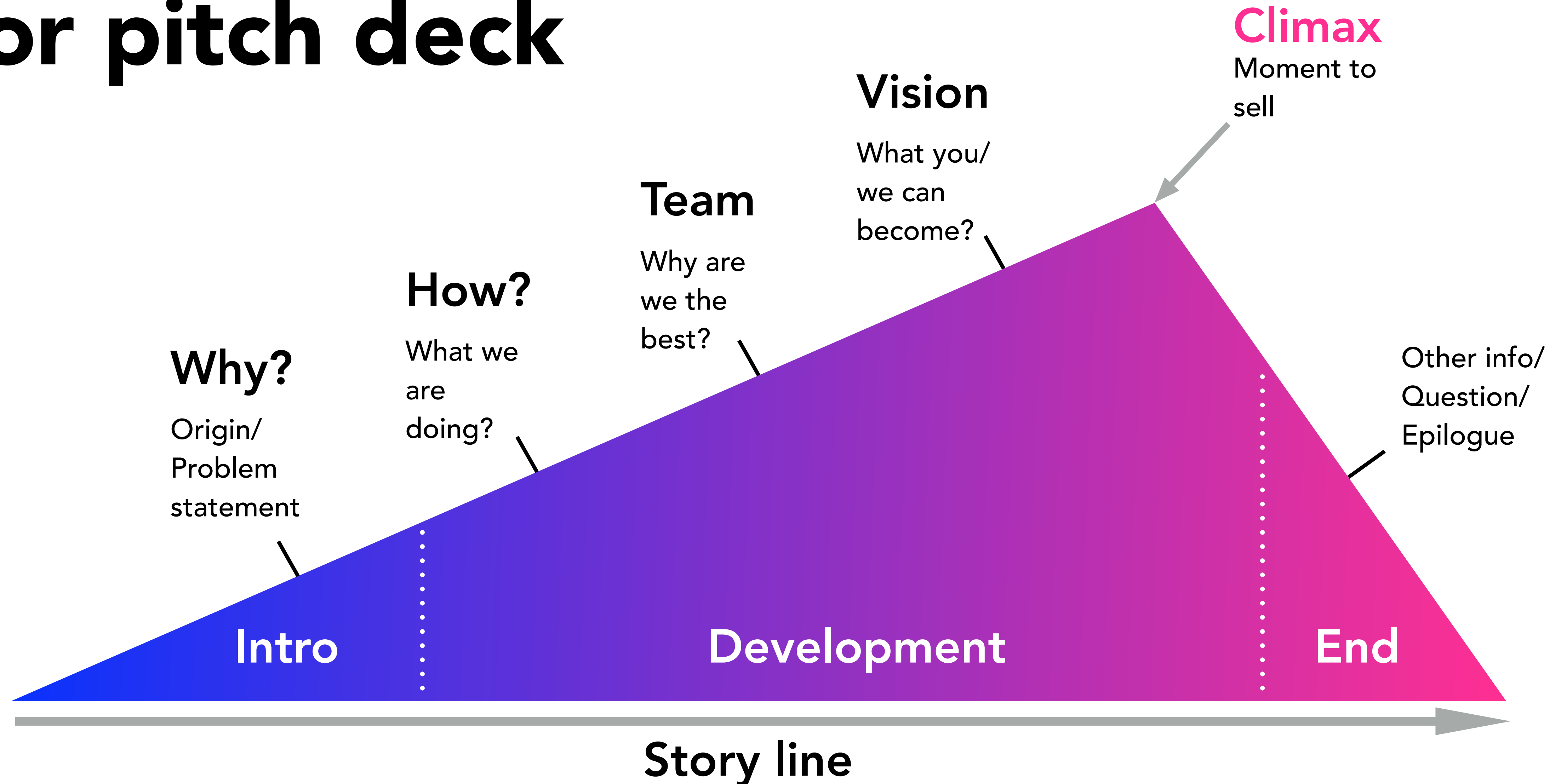
@startupbangkok



@startupbangkok

Pitch deck "Act" structure

3 "Act" structure for pitch deck



One more thing...



One more thing...



Example of the pitch deck



Example 1

Welcome

1

AirBed&Breakfast

Book rooms with locals, rather than hotels.



StartupSchool 2010

Brian Chesky

Founder, Airbnb

For more videos visit:

<http://www.theroadtosiliconvalley.com/>

Video 1 of 2

Welcome

1

AirBed&Breakfast

Book rooms with locals, rather than hotels.

Price is an 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.

A web platform where users can rent out their space to host travelers to:

**SAVE
MONEY**

when traveling

**MAKE
MONEY**

when hosting

**SHARE
CULTURE**

local connection to the city

630,000

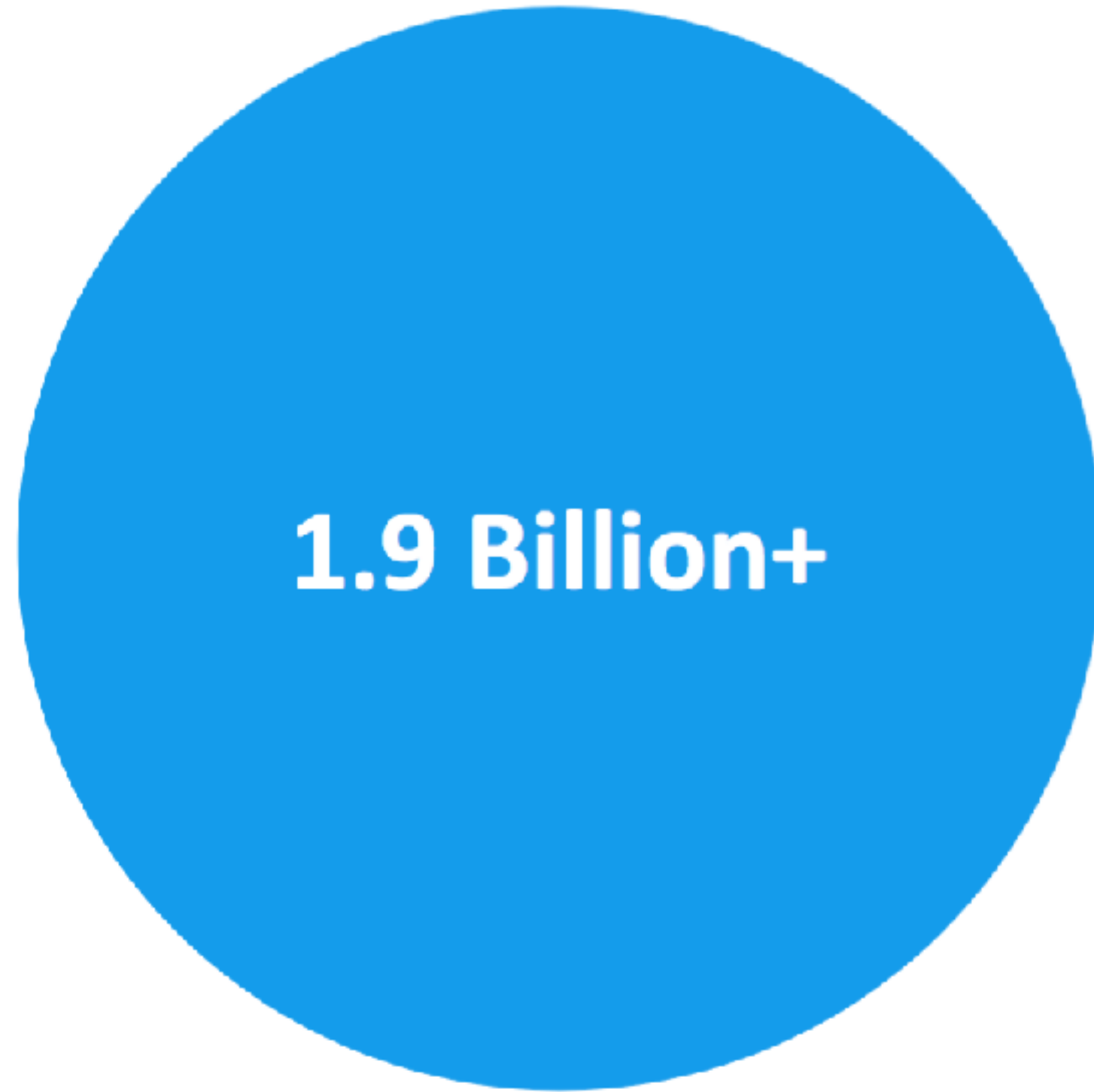
on temporary housing site
couchsurfing.com

17,000

temporary housing listings on SF
& NYC Craigslist from 07/09 – 07/16

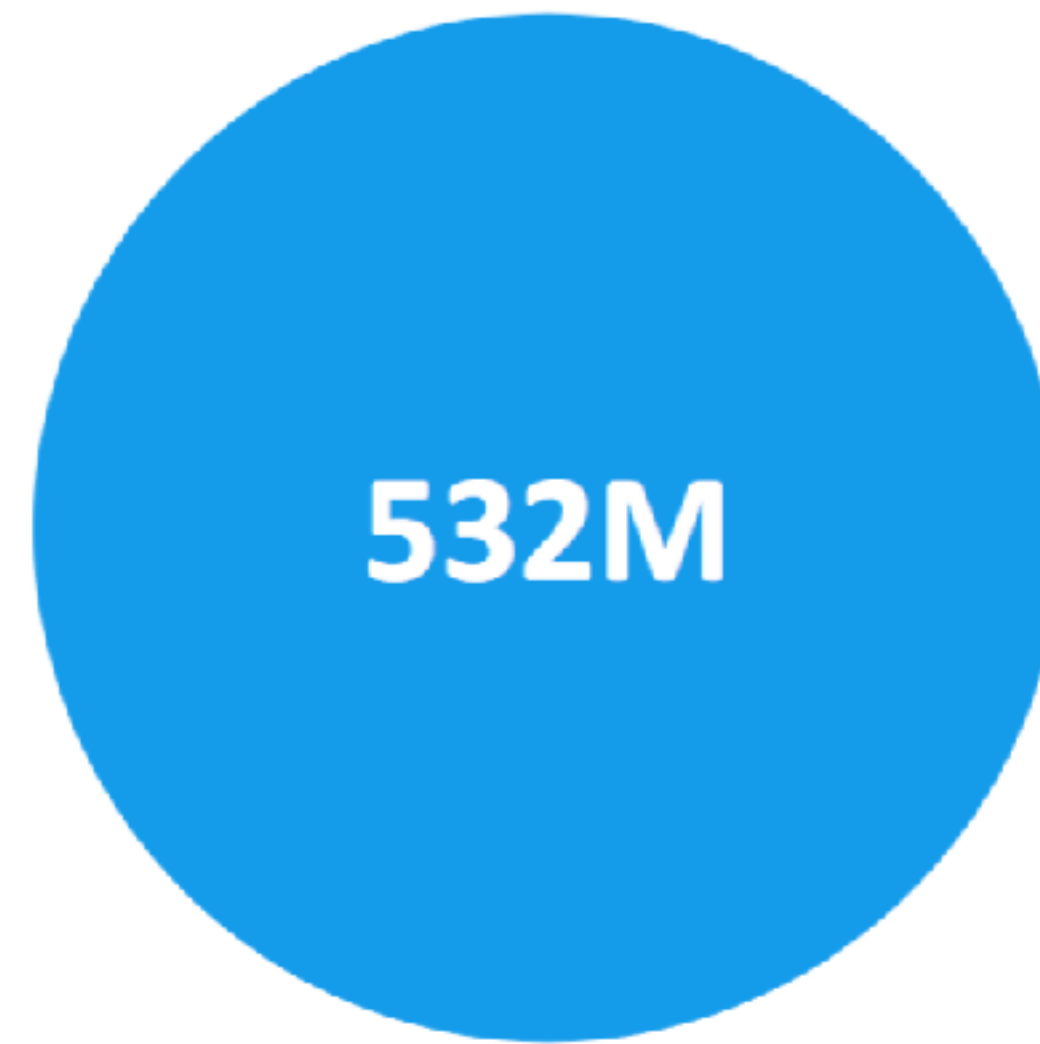
Market Size

5



TRIPS BOOKED (WORDLWIDE)

Total Available Market



BUDGET & ONLINE TRIPS

Serviceable Available Market



TRIPS W/AB&B

Market Share

Product

6

SEARCH BY CITY → REVIEW LISTINGS → BOOK IT!

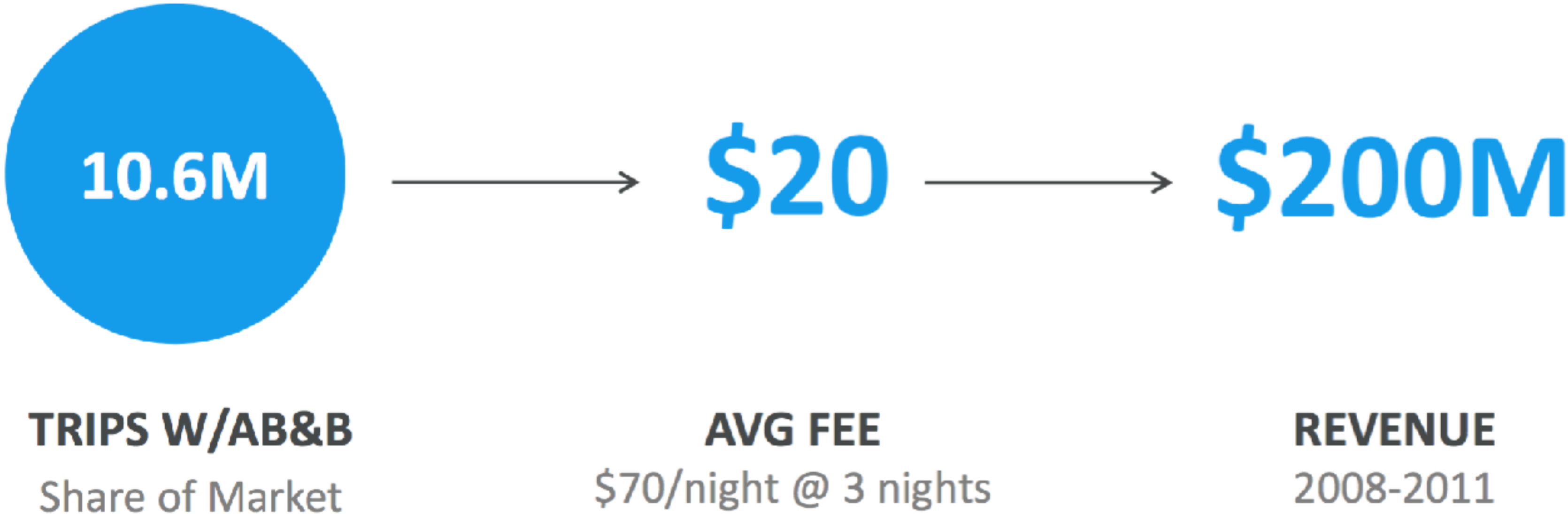
The image displays four overlapping screenshots from the Airbnb website, illustrating the user journey from search to booking:

- Top Left:** Search filters for Newport Beach, CA. Includes fields for dates, room type (Entire Place, Private Room, Shared Room), and price range (\$10 to \$1000+).
- Top Right:** A map view showing search results in the Newport Beach area.
- Middle Left:** A grid of listing cards. One card for 'Oceanfront Apartment- ON THE BEACH' is highlighted with a price of \$145.
- Middle Right:** A large image of the 'Oceanfront Apartment- ON THE BEACH' listing, showing a balcony with a blue lounge chair overlooking the ocean.
- Bottom Right:** A detailed listing page for 'Oceanfront Apartment- ON THE BEACH'. It includes a host profile (Marco), listing details (Entire home/apt, 4 Guests, 2 Bedrooms, 2 Beds), and a pricing table.

Item	Price
\$220 x 1 night	\$220
Cleaning fee	\$35
Service fee	\$31
Total	\$286

Business Model

We take a 10% commission on each transaction.



Market Adoption

8

EVENTS

target events monthly

Octoberfest (6M)
Cebit (700,000)
Summerfest (1M)
Eurocup(3M+)
Mardi Gras (800,000)

with listing widget

Widget screenshot

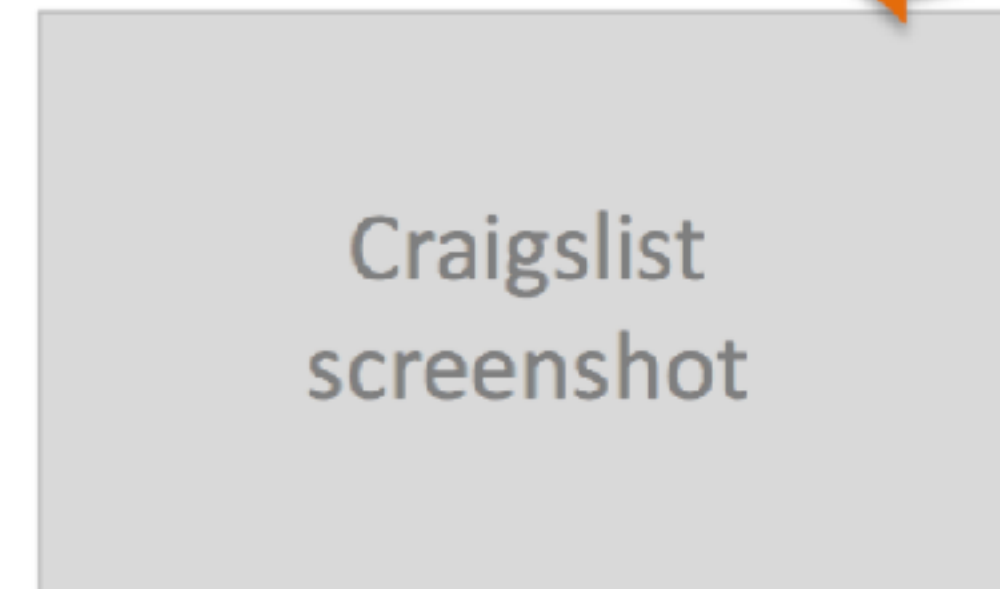
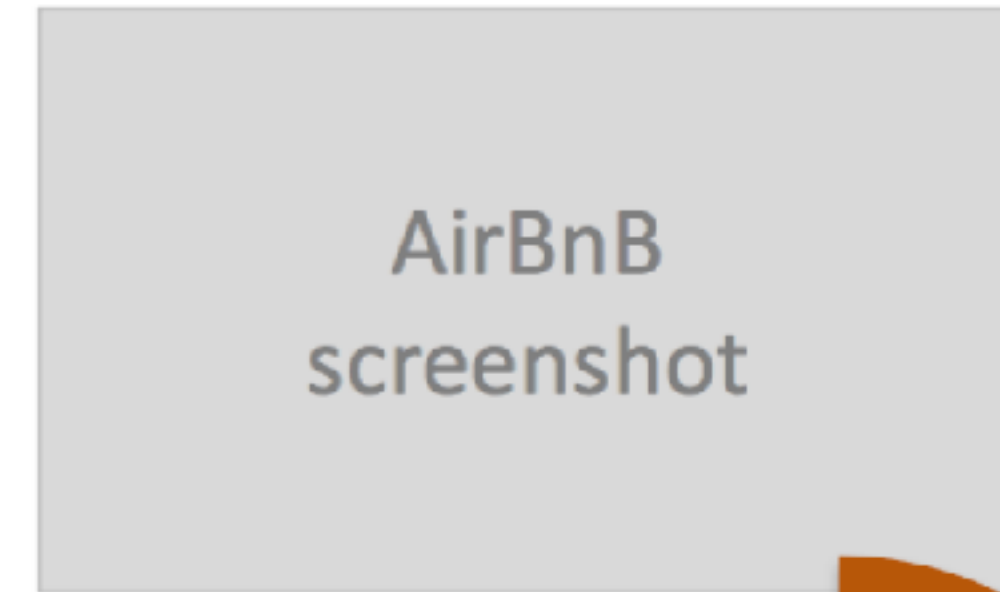
PARTNERSHIPS

cheap/alternative travel



CRAIGSLIST

dual posting feature



Competition

9



Competitive Advantages

10

1st TO MARKET

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero.

HOST INCENTIVE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero.

LIST ONCE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero.

EASE OF USE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero.

PROFILES

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero.

DESIGN & BRAND

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero.

Example 2



Rinn

Rinn - Smart Cup
rinn.io

TM

eis 2014

Potential

eISTM



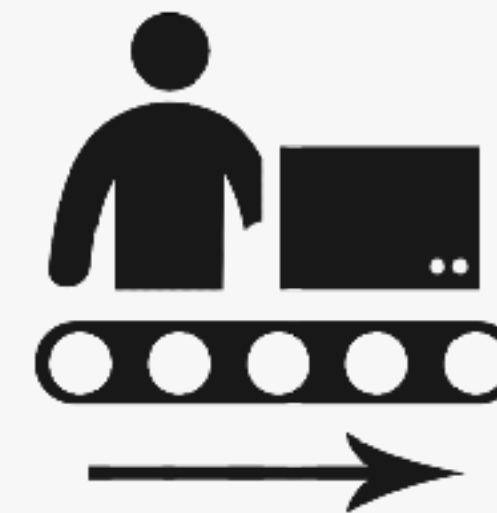
Food and
Agriculture



Health



Smart City



Manufacturing



Security



“Imagine if we could sense something that’s really matter to our lives”

Problems



Nutrition accounts
more than 70% for
healthy life



We lost more than
\$200 Billion every
year treating obesity
related diseases



Fitness trackers still
**cannot track your
consumption**

Rinn

Real calories you take

Rinn is designed to track every liquid consumption you take during the day and act as personal assistant to your health







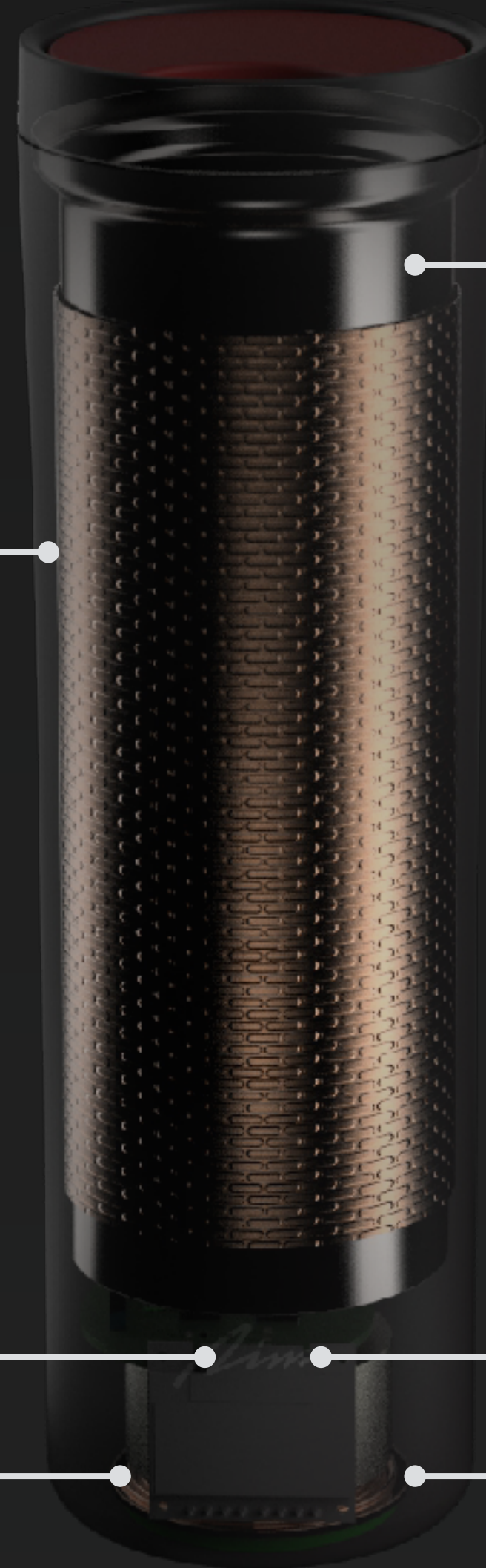
eISTM

Patent-pending sensor



Hidden LED display

Wireless charging receiver



Spill proof lid

Stainless steel inner vessel

Bluetooth

Microprocessor Unit

Battery

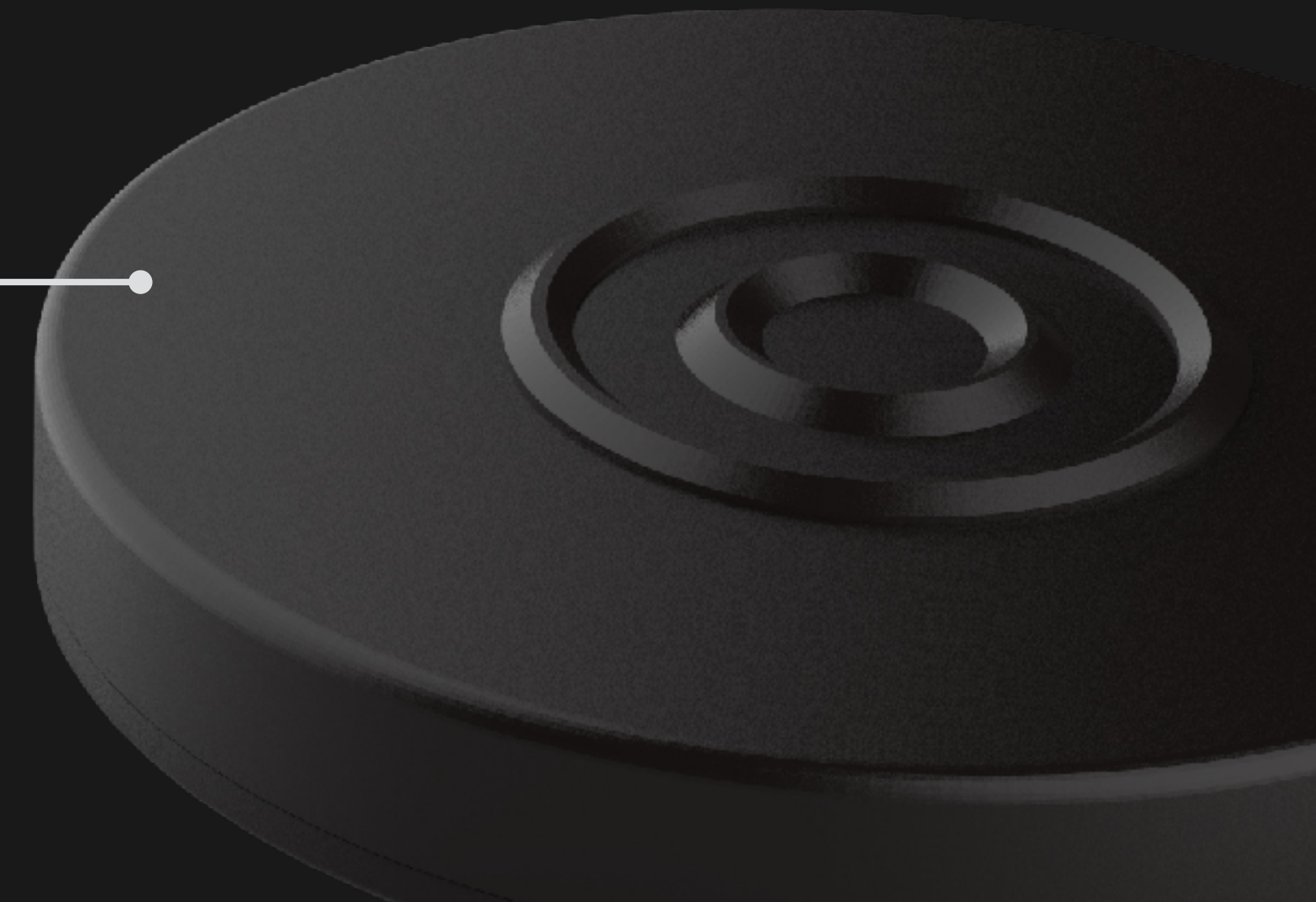


Wireless charging interlock design

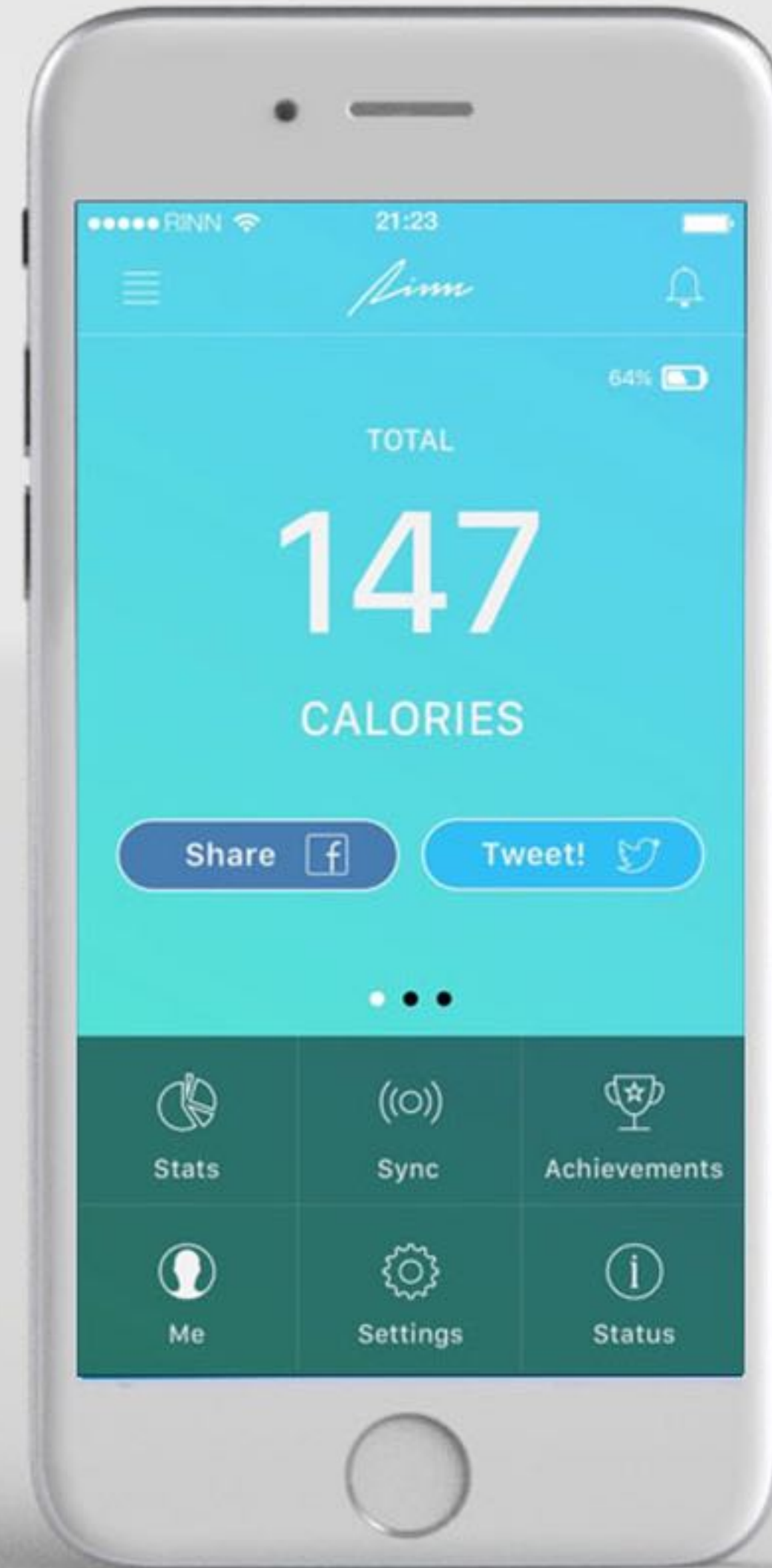
Volume: 450 ml

Wireless charging unit

LED Display



Rinn
www.rinn.io





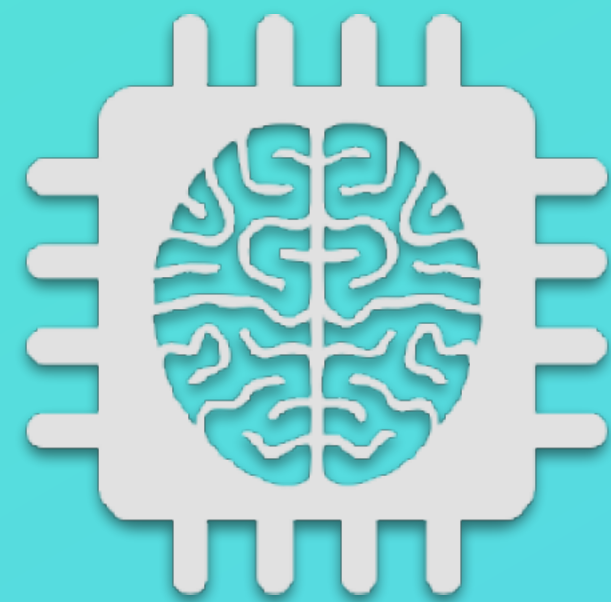
Calories



Macronutrients



Micronutrients



Machine learning

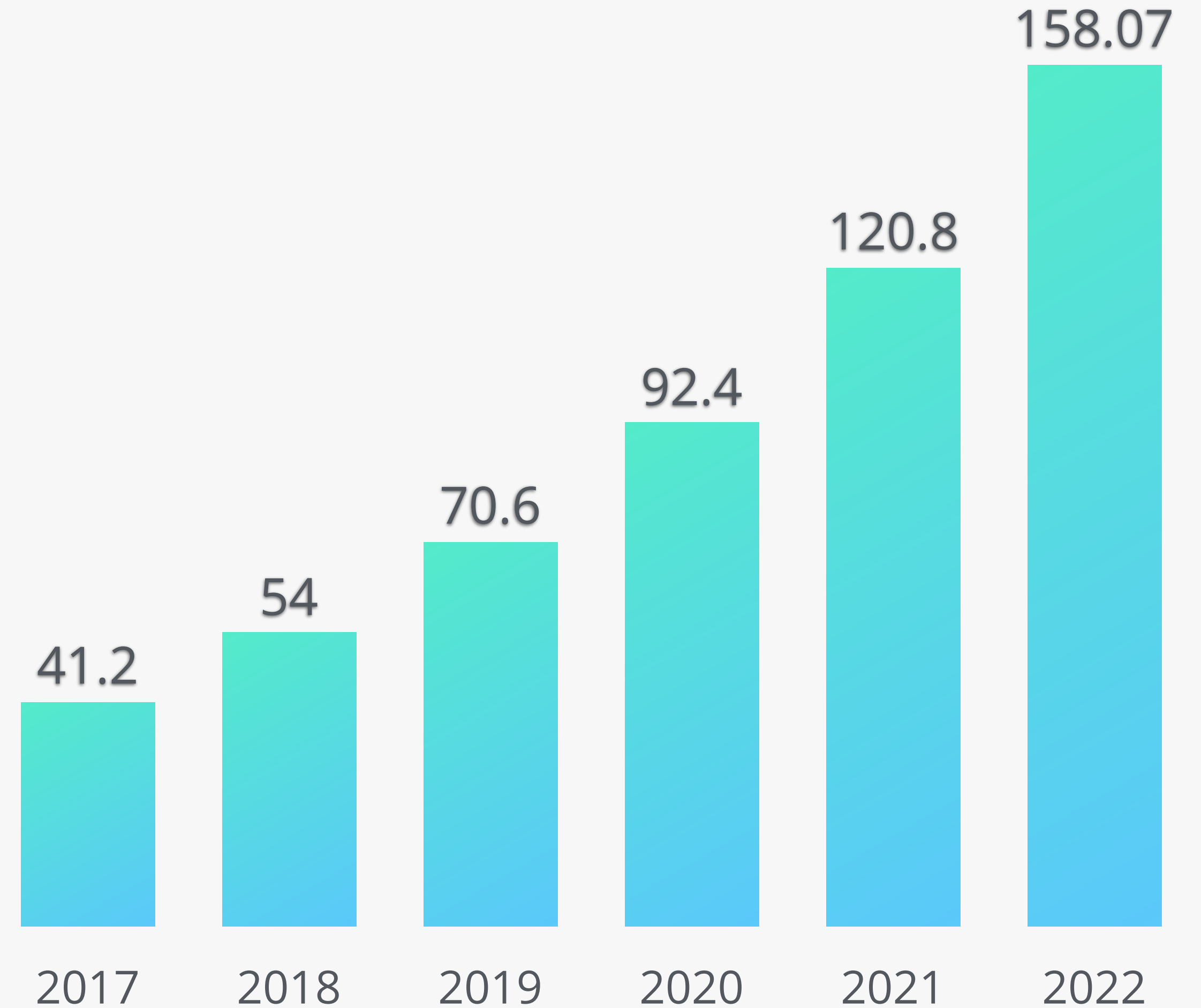
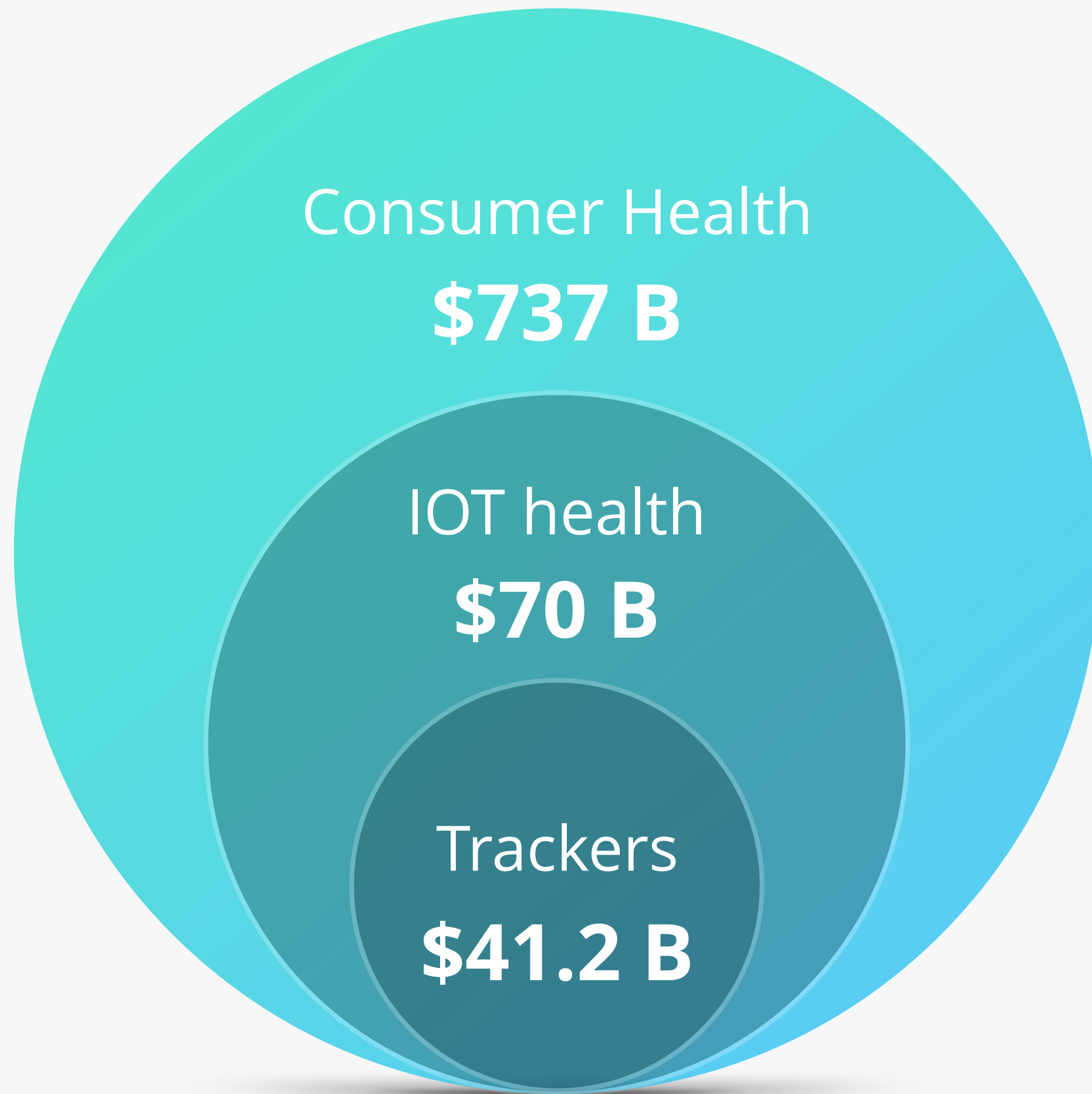


Wireless Charging



Stats

Market Opportunity



Target Market

“Self-managed health and wellness”



Weight management



Fitness enthusiasts



Health conscious








Business Model



Retail

In app subscription

Competitive Landscape

Devices	<p> WATCH</p> <p>Samsung GALAXY Gear</p> <p>JAWBONE</p> <p>GARMIN</p> <p> fitbit</p> <p>InBody</p>	
Apps	<p>STRAVA</p> <p></p>	<p></p>

Track Activity

Track Consumption



Comparison

	Vessyl	Rinn
Hydration	Yes	Yes
Tracks calories	In development	Yes
Macronutrients	In development	Yes
Micronutrients	No	Yes*
Machine learning	No	Yes
Price	\$ xxx	\$ xxx

Go-to Market Plan



Crowdfunding



Corporate Partnership



Retail





Frederico R.

• Manager of Hardware Indiegogo

Tao S.

Ex-Aerospace Engineer
Startup Ecosystem AUS

Ph.D. Tony P.

Electromagnetic Expert
Technology inventor

Nicole P.

Ex-Electrical Engineer
Expert in nutrition

Ong S.

Ex-Architect
Expert in UX/UI

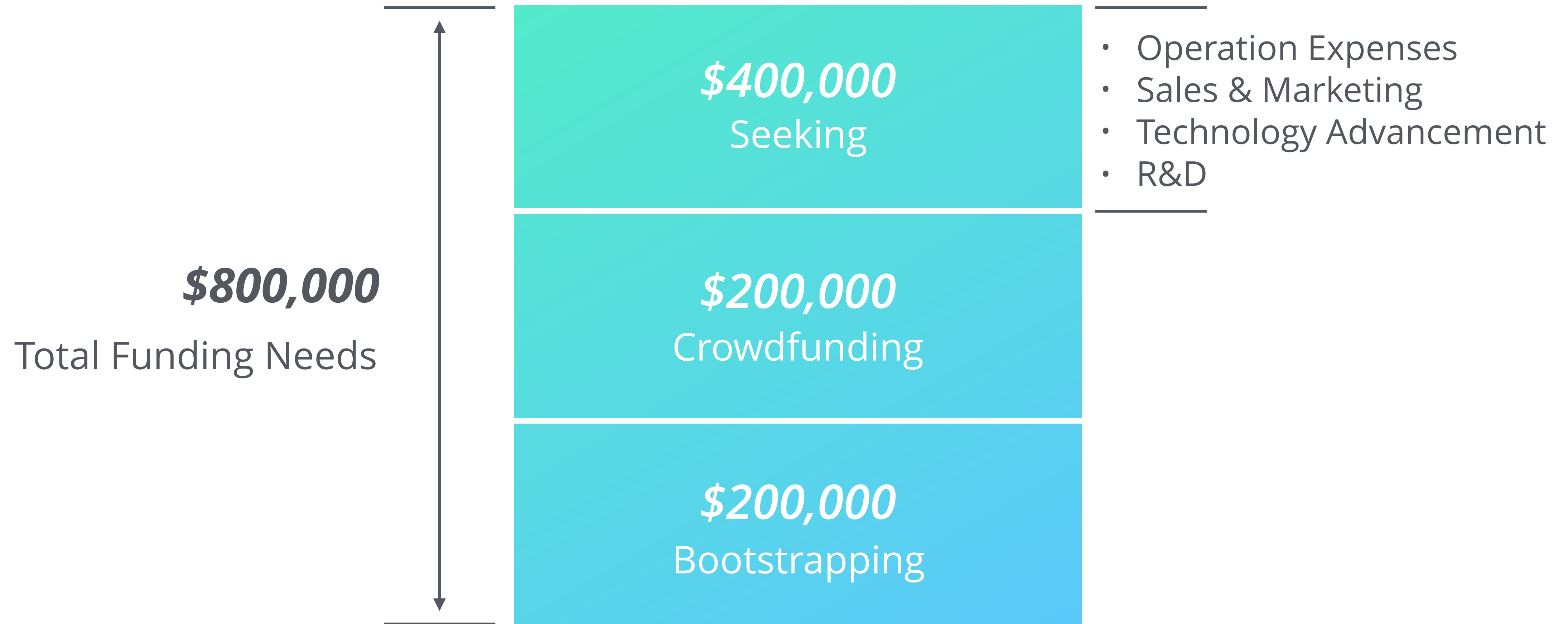
Nutt T.

Multi-award winning
Industrial designer





Investment



Milestones



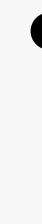
Explore

Exploring consumer market to collect data and improve accuracy and reliability



Improve

Improving capability of sensor from detecting liquid to solid substances



Expand

We hope to expand the application of sensor to other different industries

Rinn

www.rinn.io

Made with  in Bangkok

Example 3



Safe & Smart Journey

www.hisobus.com



30 years of experienced.
30,000 trips served.
Over 10 millions of km traveled.

We know that bus rental industry is one of the least digitized industry in Thailand.



Hello, we are Hisobus.



Jay Supakorn

Decades experience in
charter bus industry



Ohm Jeerayut

Digital Marketing
Business Operation



Toon Jakapan

App Developer
Electronics Engineer



Bus rental business has not changed the way it operates for decades.



Inefficient business operation

Traditional process involves paperworks result in slow and underutilized resources

Inability to automatically schedule service

Lack of realtime communication personalization and seamless communication

Lack of standardization in service delivery

Each operator has varies business process causing low customer experience.



Hisobus is **transforming** and **digitizing** the entire charter bus **ecosystem**.

Whether you are bus operators, corporates, schools, travel agents, or commuters, We'll help you create an end-to-end journey that suits your needs.



Current Offering

Trip Management Solution

Renting a bus with us is **simple** and **affordable**



We save you time and effort by researching thousands of charter bus companies. Just fill in your trip details, create an account, and rent your bus.

www.hisobus.com



Current Offering

Trip Management Solution



Enter your trip information

Tell us where you're going, and how many people you're moving.



Review your quotes

We'll show you the best prices for the most reliable bus rentals in your area.



Confirm your itinerary

Just pay deposit amount and get ready for your upcoming trips.



Bus Rentals Simple as A,B,C

ไป - กลับ เที่ยวเดียว

จุดเริ่มต้น

วันที่ออกเดินทาง

ปลายทาง

วันที่เดินทางกลับ

ประเภทรถ

จำนวน

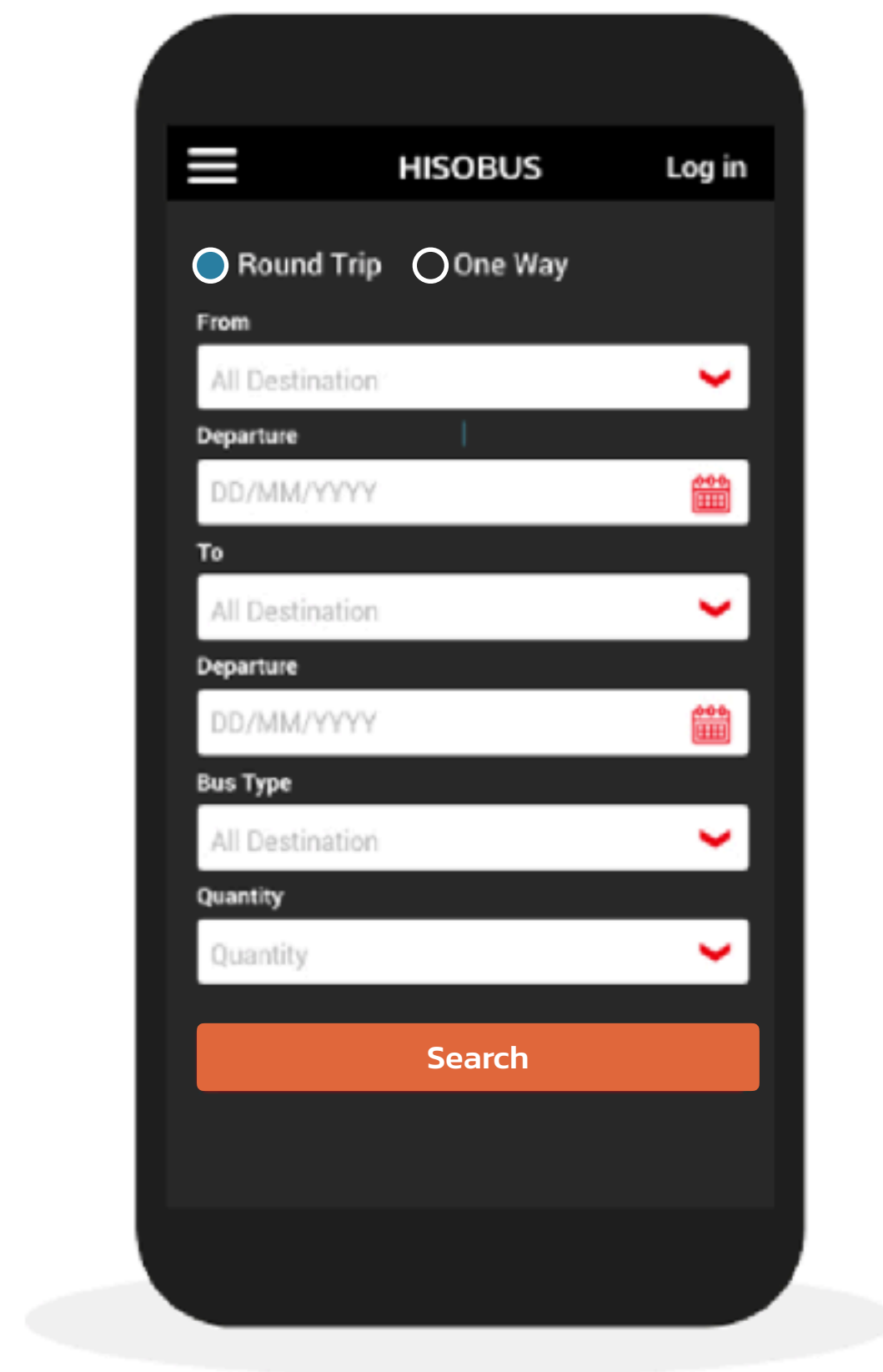
ผู้โดยสาร

ค้นหา

Follow our easy online booking process and find reliable bus suppliers in your area. Simply fill in your trip information, and receive instant charter bus quotes for the most popular bus types!



Bus Rentals Simple as A,B,C

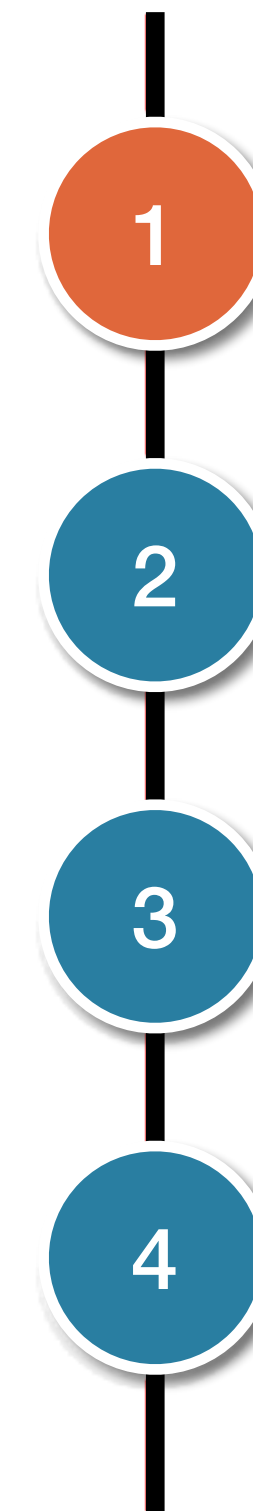


ขั้นตอนที่ 1
เลือกประเภทรถ

ขั้นตอนที่ 2
เลือกจุดหมายปลายทาง

ขั้นตอนที่ 3
ยืนยันการจอง

ขั้นตอนที่ 4
ชำระเงิน





Our current Vehicle types



Bus and Coach

- 25 Seats
- 30 Seats
- 35 Seats
- 40 Seats
- 45 Seats
- 50 Seats



Hisovan

10 Passengers



Hisomove

Upcoming



Your bus for every event.



Corporate Events

Corporate transportation and events for any size group.



School Outings

Customised your own journey with simple step



Group Trips

Search and explore group vehicles for any occasion



The Market is Huge.



(Data from Thailand Charter Bus Association)

Charter bus rental itself is a trillion Baht industry.



Simple Business Model



If we can facilitate the entire charter bus rental market the revenue opportunity is over 10 billion Baht per year.

Some of our customers



รพ.รามารินทร์



Chulalongkorn University
จุฬาลงกรณ์มหาวิทยาลัย
Pillar of the Kingdom



ออมสิน
Government Savings Bank



Large organisations, small businesses, and people just like you love booking buses with us.



We are better because



Largest bus operators network



All your bus booking needs in one place



24/7 Customer Support



Our Current Status

80 Average bookings per month

8.5M Sales in 2018

200 Vehicles on board

18x Growth

1,800,000

1,350,000

900,000

450,000

0

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC JAN FEB





Our Current Status



150

Trips per month



1M+

Monthly Revenue



2,000

Buses on board



100,000

Passengers moved



Project milestone





We are not just another match maker



1

Trip Management

Booking and trip management for corporates, travel agents, schools

2

Vehicle Monitoring

Track and monitor essential information of vehicles and trips when traveling.

3

Vehicle Inspection

Inspect under vehicle to ensure high safety for all vehicles and all trips.



**Planning your next group trip?
Let us help you.**

www.hisobus.com

Example 4



BIOWARE

Our product is natural ingredients
and certified global standard,
No harmful chemical.
Safe for baby and children.

The image shows a close-up of a baby's face on the left, with a hand holding a slice of watermelon to their open mouth. On the right, a green and white Bioware bowl is being held. The background is a soft, out-of-focus indoor setting.



The main image shows a woman from behind, wearing a white long-sleeved dress and a straw hat with a yellow flower. She is standing in a field of tall grass and white daisies under bright sunlight. Three circular inset images are overlaid: the top-left shows a green bowl with food and a green leaf; the top-right shows a hand holding a white Bioware bowl; the bottom-right shows a green bowl with food, a purple smoothie, and other items on a wooden table.



bioform

The Next Generation of Future Material

www.bioformthailand.com



We compound, produce and sell
plastic replacement material
with our trade secret formula.

Shocking facts.

(Nation Multimedia, 2018)

91%

isn't recycled

8.3 Billion tonnes of plastic has been produced since 1950s. 91% of plastic isn't recycled. Every piece of them still exist in some shape or form.

8M

dumped in oceans

8 million tonnes of plastic end up in oceans each year. It breaks down into micro-plastic which entering to human food chain.

6th

biggest waste contributor

Thailand is the world's sixth biggest contributor of ocean waste. Plastic waste alone increase around 2 million tonnes per year.

Bioform is special.

100%
Compostable
in 90 days

ISO
certified and
lab tested



ISO17088





bioform

**Moreover, It's made from
sugar production waste.**

Awesome properties



Food Safety



Long shelf life



High durability



Heat resistant

Many applications



Rigid Packaging



Food Serviceware



Films



Consumer Durables



Automotive Parts



Food Packaging

Current Status

158M

Baht pending
orders

Orders for
disposable cutlery
& food container

70M

Baht monthly
recurring orders

Recurring orders
for bioplastic
pellets

100+ t

pellets order
requested

Monthly order
requested over
the next 2 years

Global market is growing big.

(Businesswire, 2018)

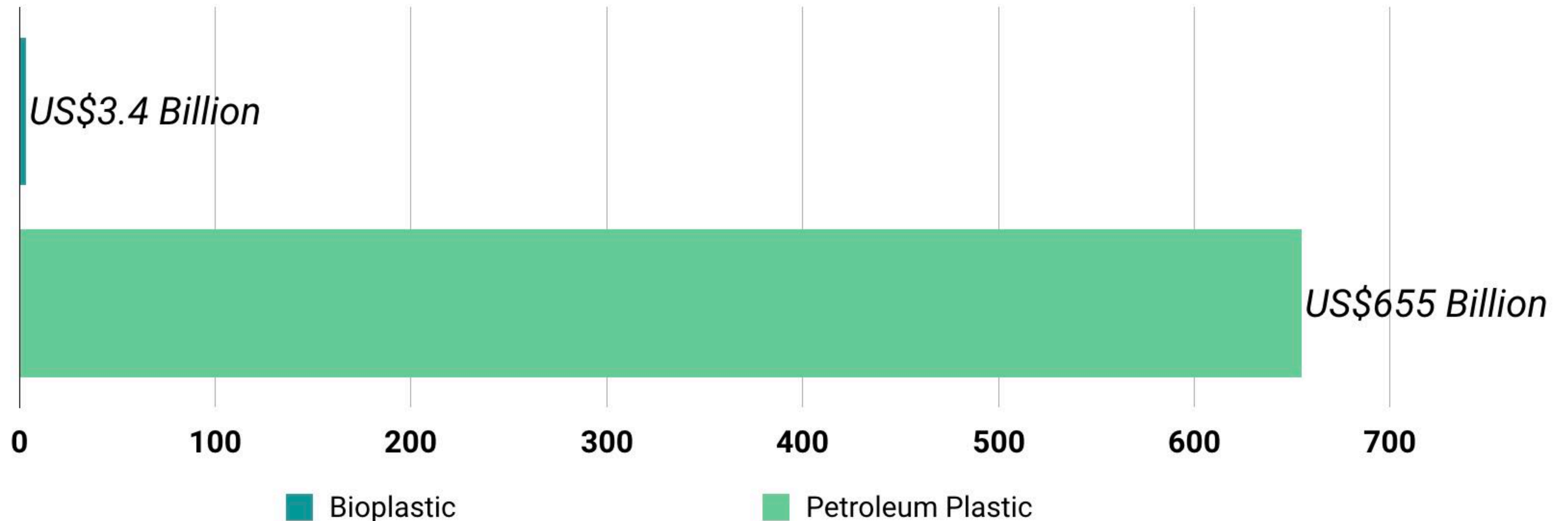
805 kt
By 2020

12.5%
CAGR



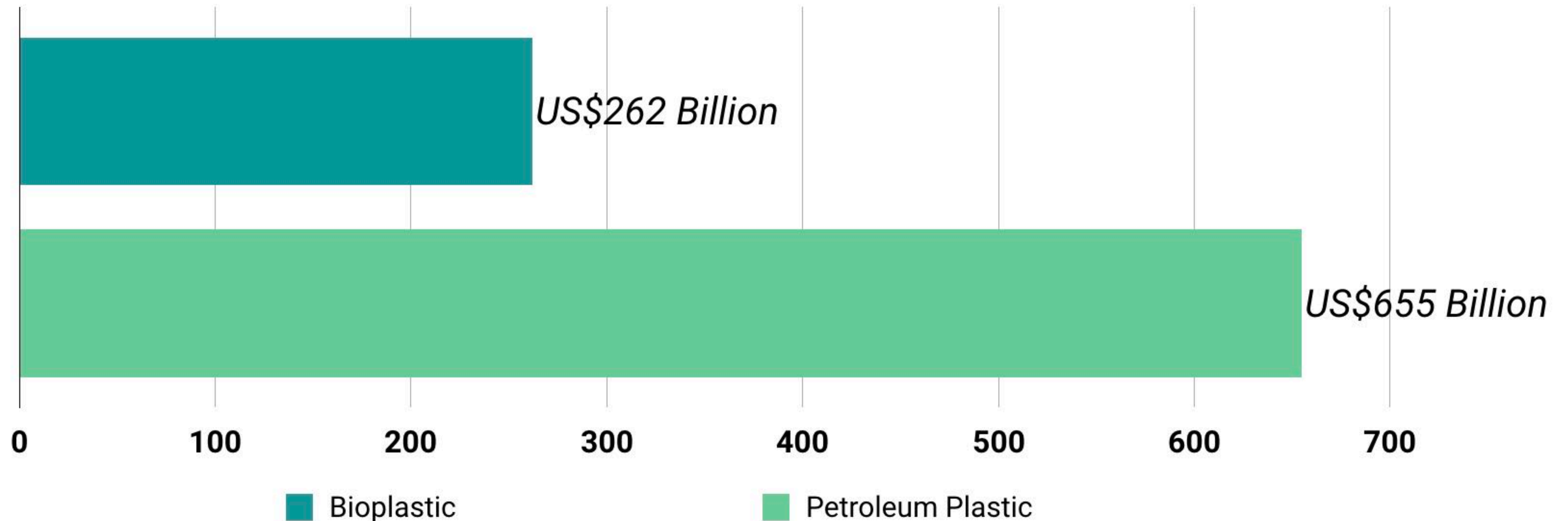
But...still accounts less than 1% of global plastic market.

(Businesswire, 2018)



Soon it will reach 40% share.

(Source: Board of Investment)



Why Thailand?

**2nd largest
sugar
exporter**

**3,000+
lactic acid
factory**

**Enhance
agriculture
ecosystem**

Our pellets work well.



THAILAND-JAPAN: DESIGN AWARD PARTNERSHIP



Design
Excellence
Award 2018

SIAM
DISCOVERY
THE EXPLORATORIUM



We are shifting towards B2B.



- Rigid Container
- Flexible Packaging
- Disposable Cutlery

- Pellets Sales
- Product Wholesale
- OEM Services

Market is huge.



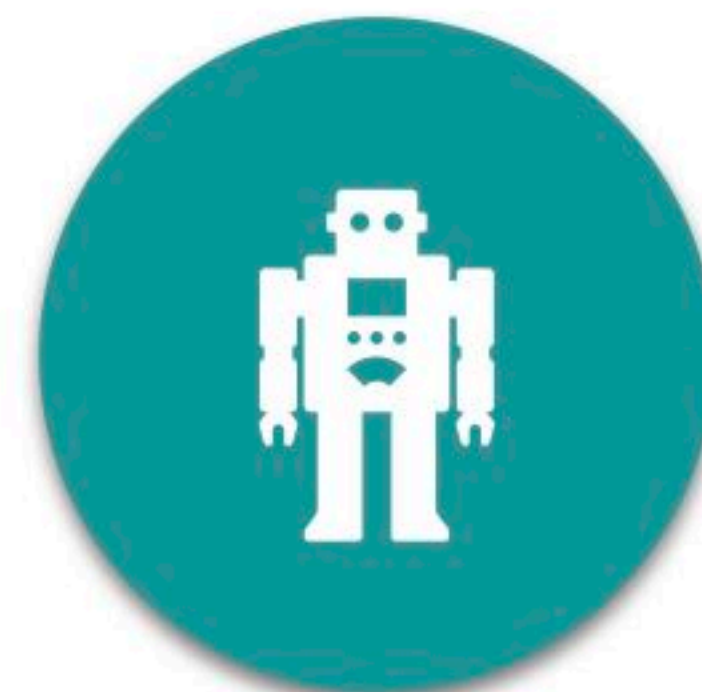
Airlines



Hotels



FMCG



Toys



F&B



Packaging



Hospital



Babies

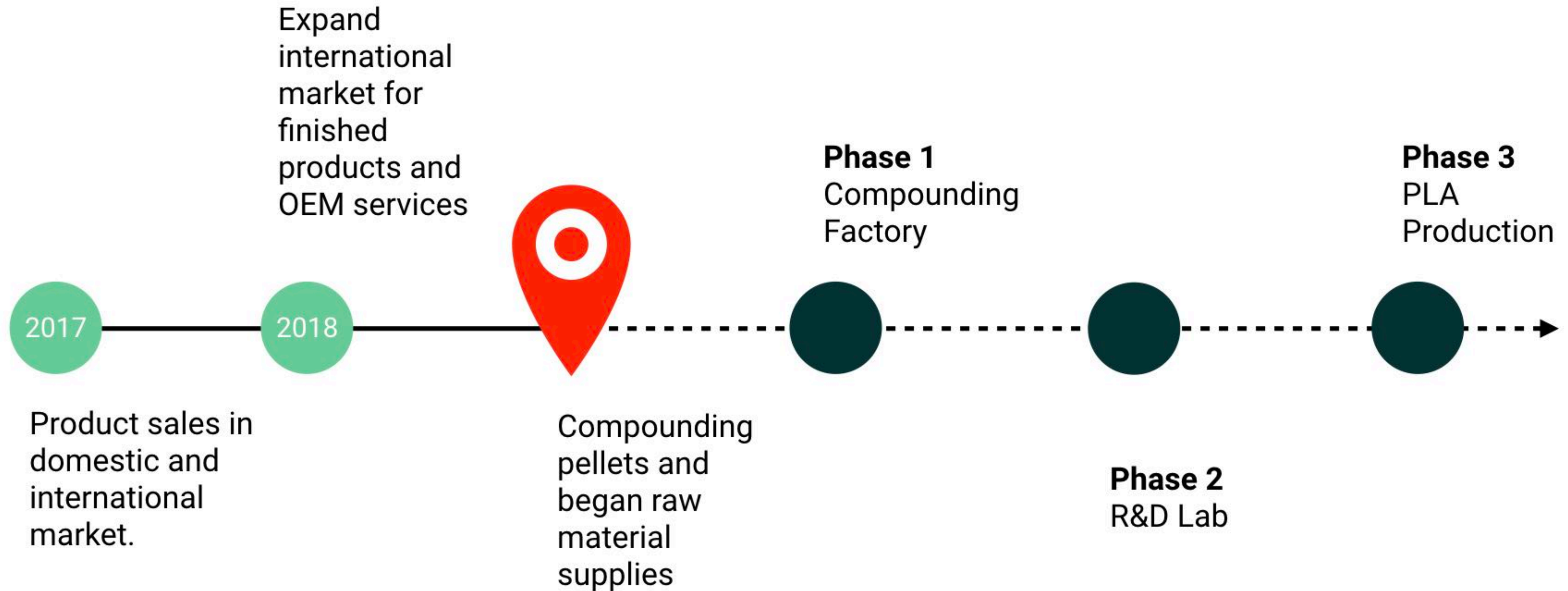
We are competing with startups & large enterprises.



We are better because

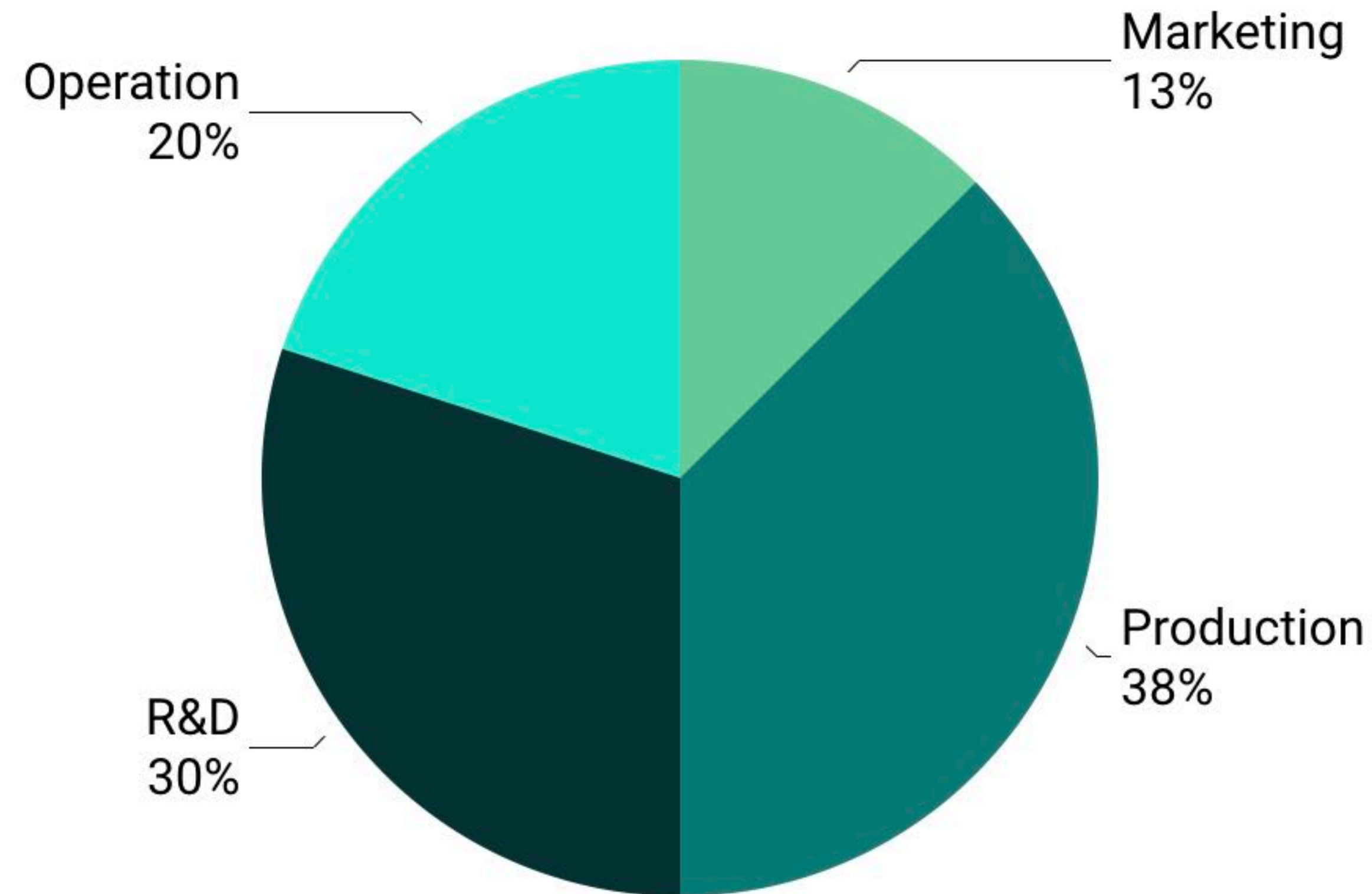
Criteria	Others	Bioform
Compostability (Thickness 12.7 microns)	Slower (Varies)	Faster (100% in 90days)
Compostable temperature (Celsius)	Higher (Varies)	Lower (58 Celsuis)
Manufacturing Cycle Time (comparing with petroleum-based)	Slower (2.5x)	Faster (1.4x)
Variety of Finishing Surface	Less (mostly dull)	More (transparent, shiny and dull)

Timeline & Milestones



Investment Opportunity

50M THB | 20% | ROI 3 Years



Financial detail available upon request and NDA signed.

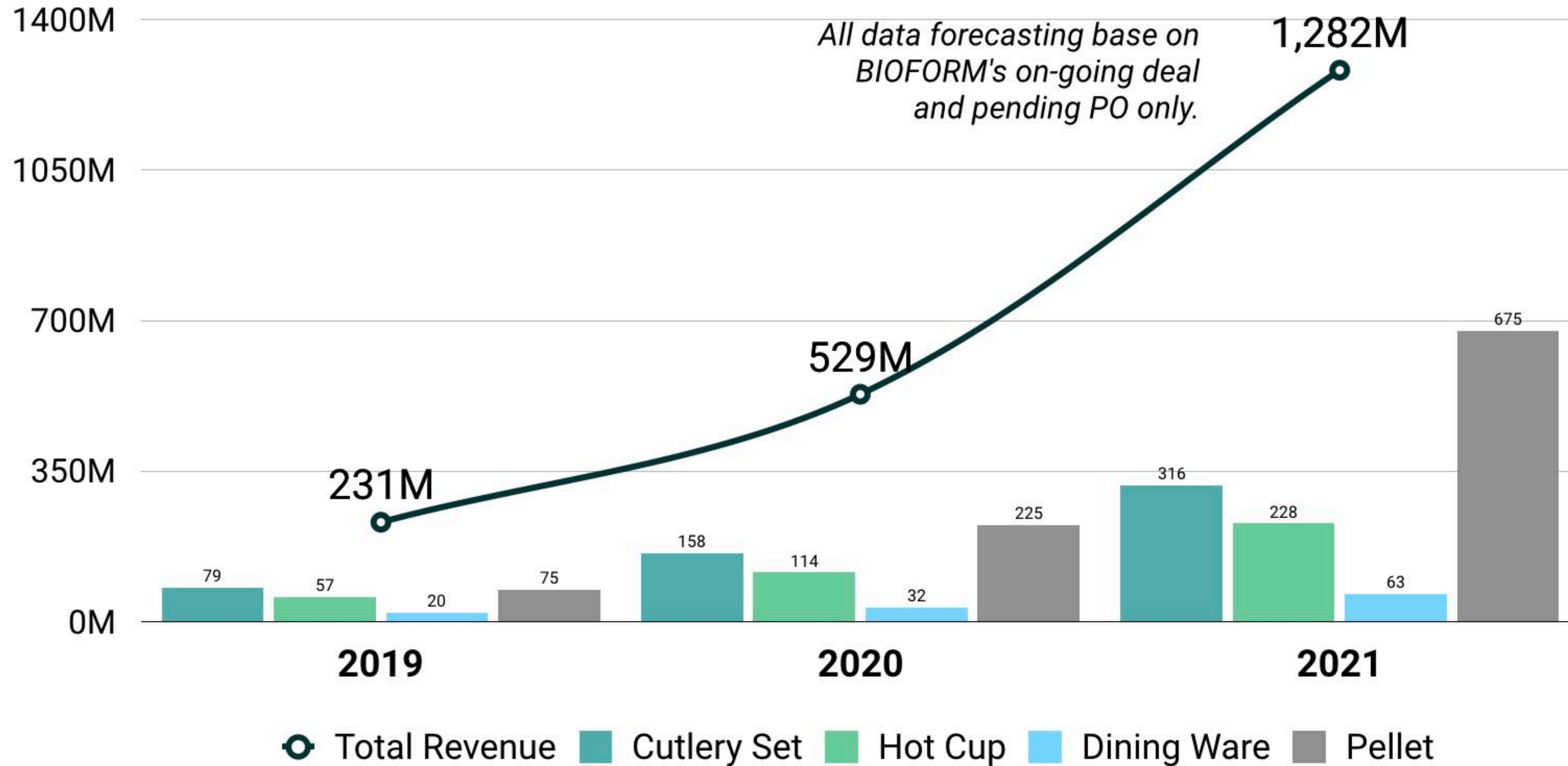


Made with  in Bangkok

www.bioformthailand.com

Appendix

Revenue Projection



Growth Strategy



**Licensing
formula**



**Local sole
agent**



**Award and
certification**

**Twisted the
conventional idea**

Zozo



Yusaku Maezawa

is a Japanese billionaire, entrepreneur, and art collector. He founded Start Today in 1998 and launched the online fashion retail website Zozotown, now Japan's largest

unique Be ed

Japanese billionaire Yusaku Maezawa to be SpaceX's first tourist to moon

Elon Musk announces e-commerce entrepreneur as first private passenger

WATARU SUZUKI and AKANE OKUTSU, Nikkei staff writers

SEPTEMBER 18, 2018 12:15 JST



Tesla CEO Elon Musk and Zozo CEO Yusaku Maezawa attend a press conference on Sept. 17. Maezawa will be the first passenger on SpaceX's new Big Falcon Rocket, and the first tourist to take a trip around the moon. © AP



Women's

Men's

ZOZOSUIT



Meet the ZOZOSUIT

A Time Magazine 'Best Invention of 2018'

Get yours free



Say goodbye to standard sizes and hello to custom-fit clothes. Our free ZOZOSUIT lets you capture a 3D measurement of your unique body from home. Once you've measured, you can

Get Your ZOZOSUIT





Women's Men's ZOTOSUIT



Size-Free + Shaped By You

Measure at home and enjoy the feeling of custom-fit.

Get your free ZOTOSUIT



Say goodbye to standard sizes and hello to custom-fit clothes. Our free ZOTOSUIT lets you capture a 3D measurement of your unique body from home. Once you've measured, you can

Get Your ZOTOSUIT



Women's

Men's

ZOZOSUIT



Size-Free + Shaped By You

Measure at home and enjoy the feeling of custom-fit.

Get your free ZOZOSUIT



Say goodbye to standard sizes and hello to custom-fit clothes. Our free ZOZOSUIT lets you capture a 3D measurement of your unique body from home. Once you've measured, you can

Get Your ZOZOSUIT

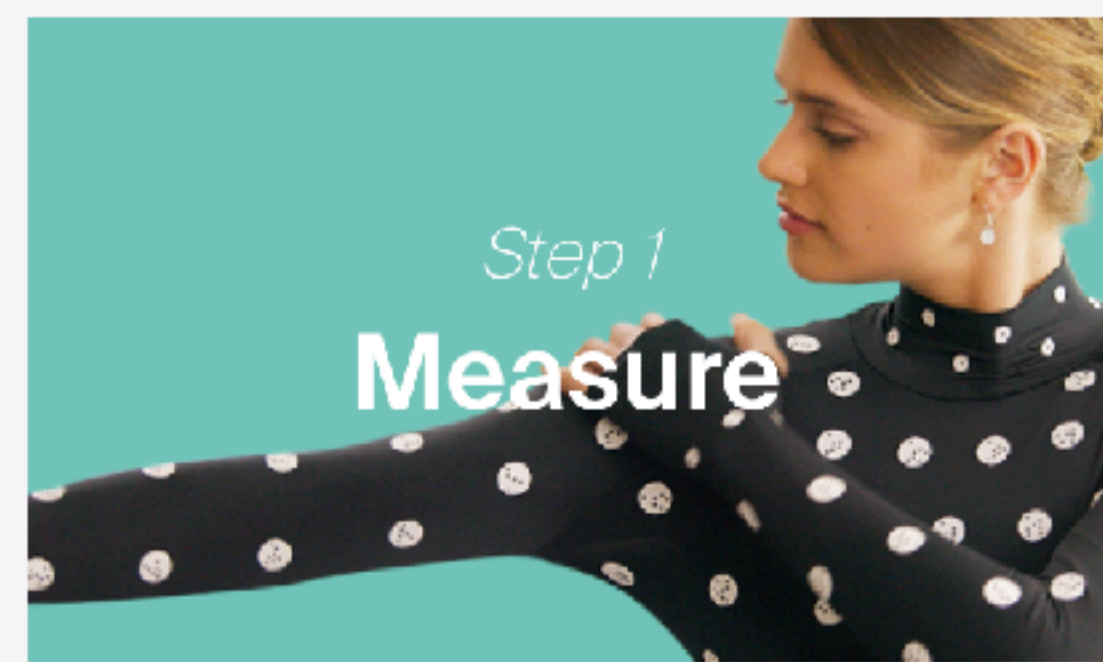




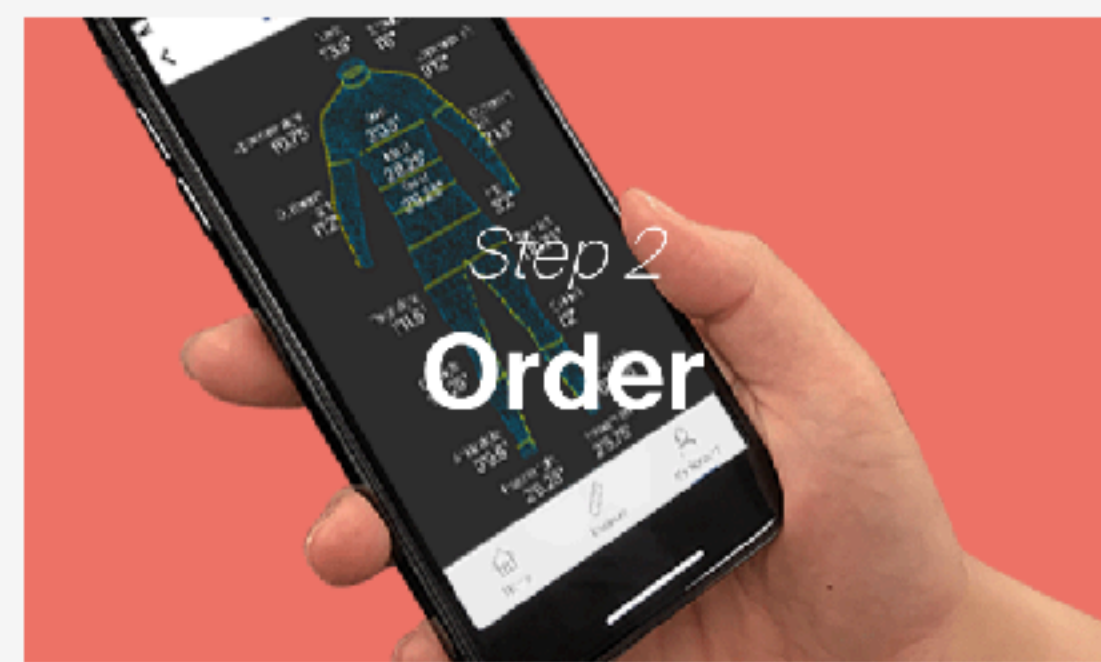
Women's Men's ZOSOSUIT



How It Works



Measure in minutes with the ZOZOSUIT and ZOZO app.



See yourself in 3D and order custom-fit clothing.



Enjoy the feeling of a better fit.

The ZOZO Collection

Get Your ZOSOSUIT



Welcome to a size free world.

How to match your design with the business ideas?

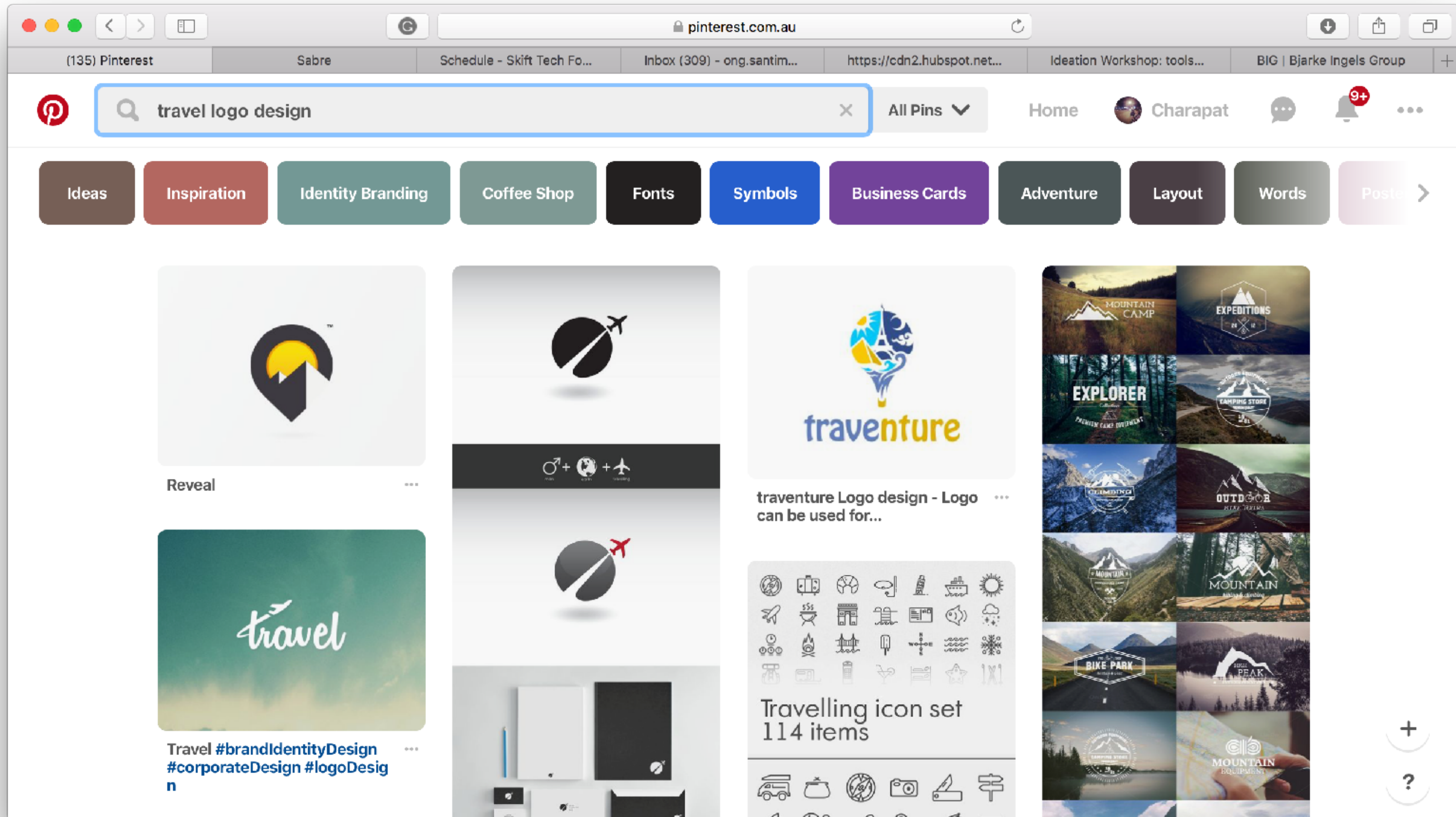
Build your own logo

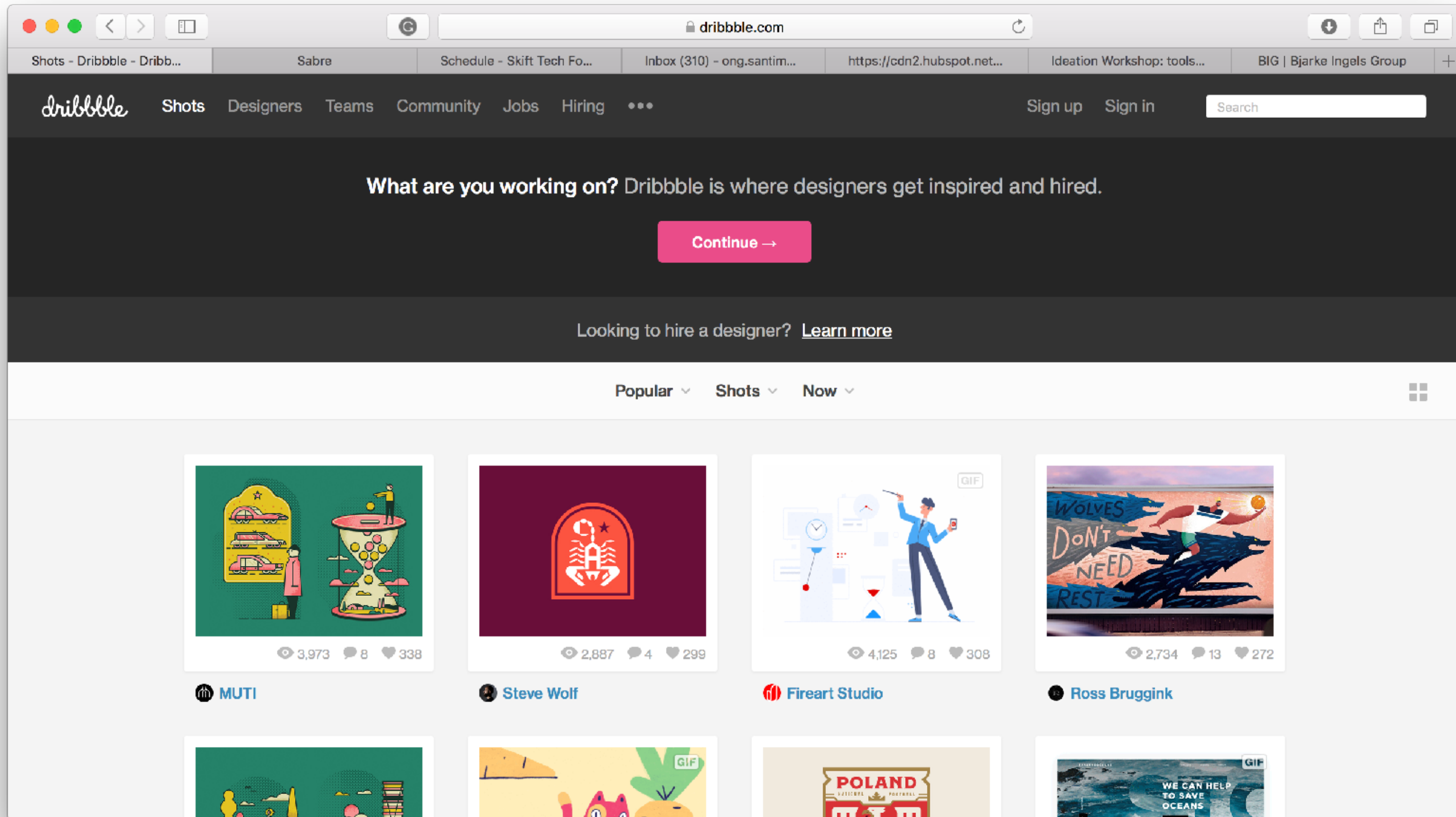
Pinterest

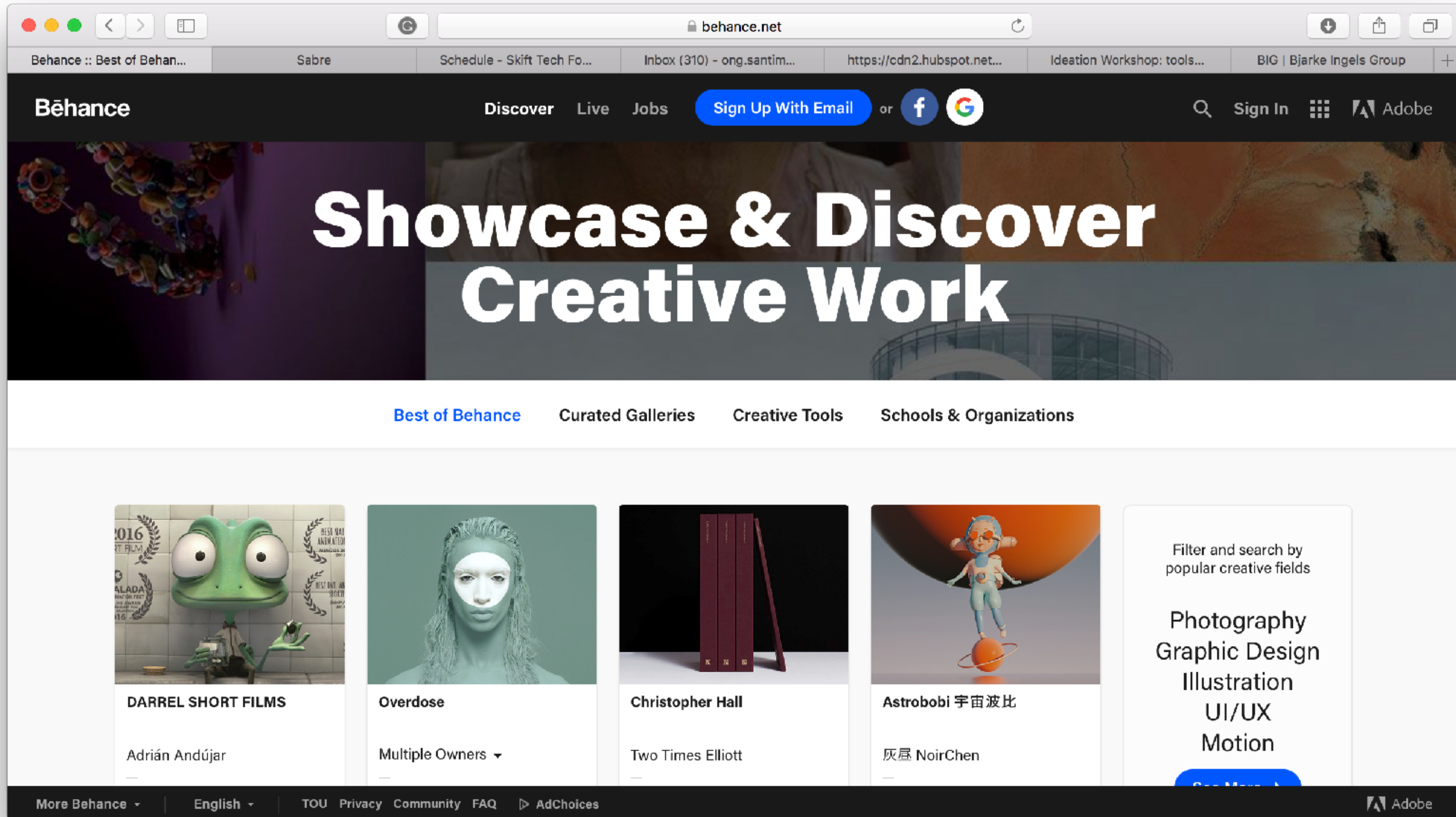


dribbble

Bēhance







**Build you graphic style
and select your font**

A red flare
silhouetted the
jagged edge of a
wing.

Prompt

Cadson Demak (18 styles)



ขอบหยักของปีก
แลดูเด่นชัดกลาง
แสงเรืองรองสี
แดง

I watched the
storm, so
beautiful yet
terrific.

Montserrat

Julieta Ulanovsky, Sol Matas, Juan Pablo del Peral, Jacques Le Bailly (18 styles)



A shining
crescent far
beneath the
flying vessel.

Almost before
we knew it, we
had left the
ground.

Encode Sans Semi Expanded

Impallari Type, Andres Torresi, Jacques Le Bailly (9 styles)



It was going to
be a lonely trip
back.

- Sans Serif
- Display
- Handwriting
- Monospace

Sorting

Trending

Languages

All Languages

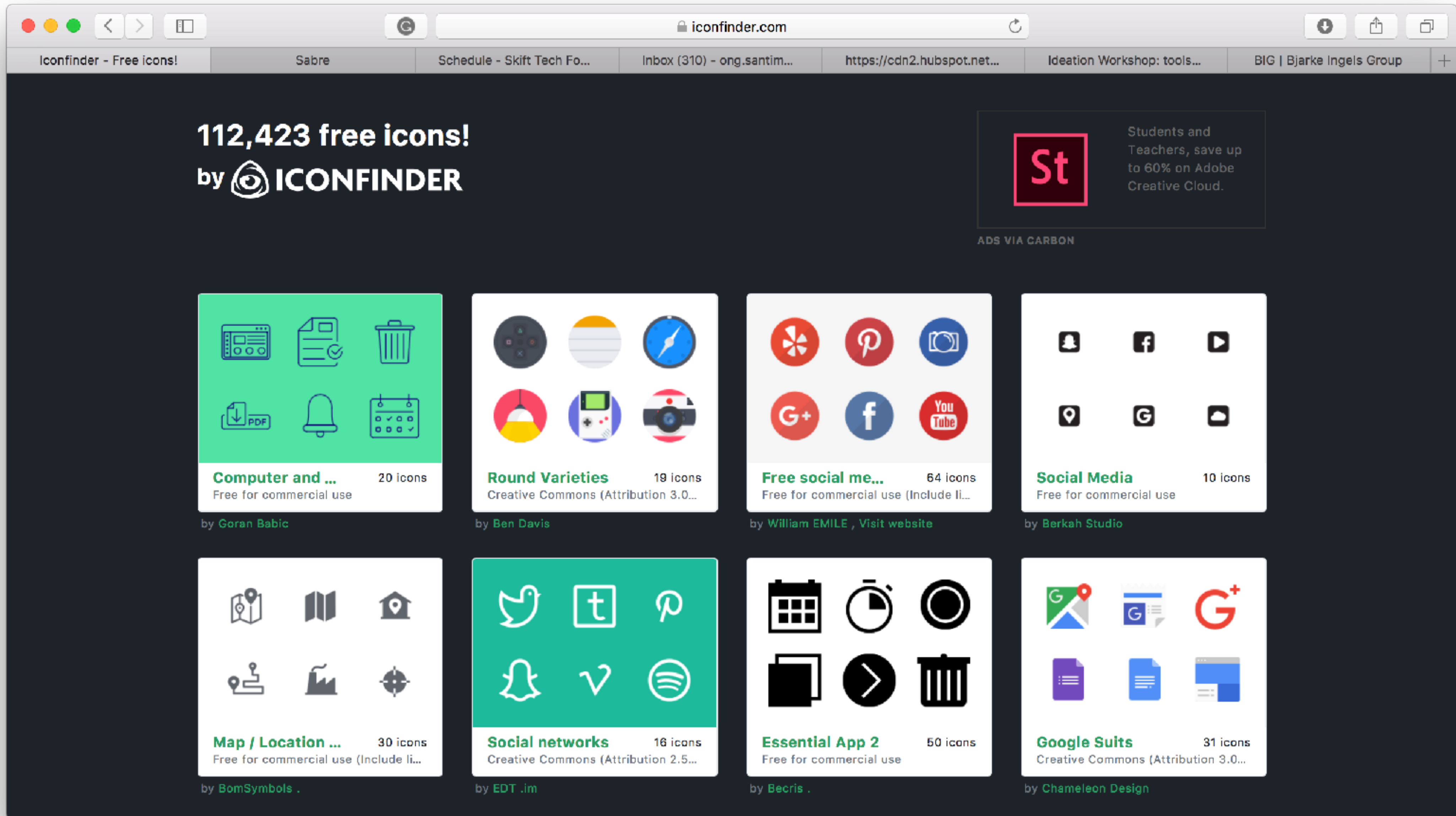
Number of styles

Thickness

Slant

Width

Where can we find a good Icon?



freepik.com

Icons vectors, +114,500 f... Sabre Schedule - Skift Tech Fo... Inbox (310) - ong.santim... https://cdn2.hubspot.net... Ideation Workshop: tools... BIG | Bjarke Ingels Group

freepik

Search

We're Hiring Log in Register

114,541 Icons Vectors

Free Icons vectors for **personal** and **commercial use**. Download in **.AI** and **.EPS** format.

FILETYPES

- Vectors
- Photos
- Icons
- PSD

Selection Premium

Show most popular

All Categories

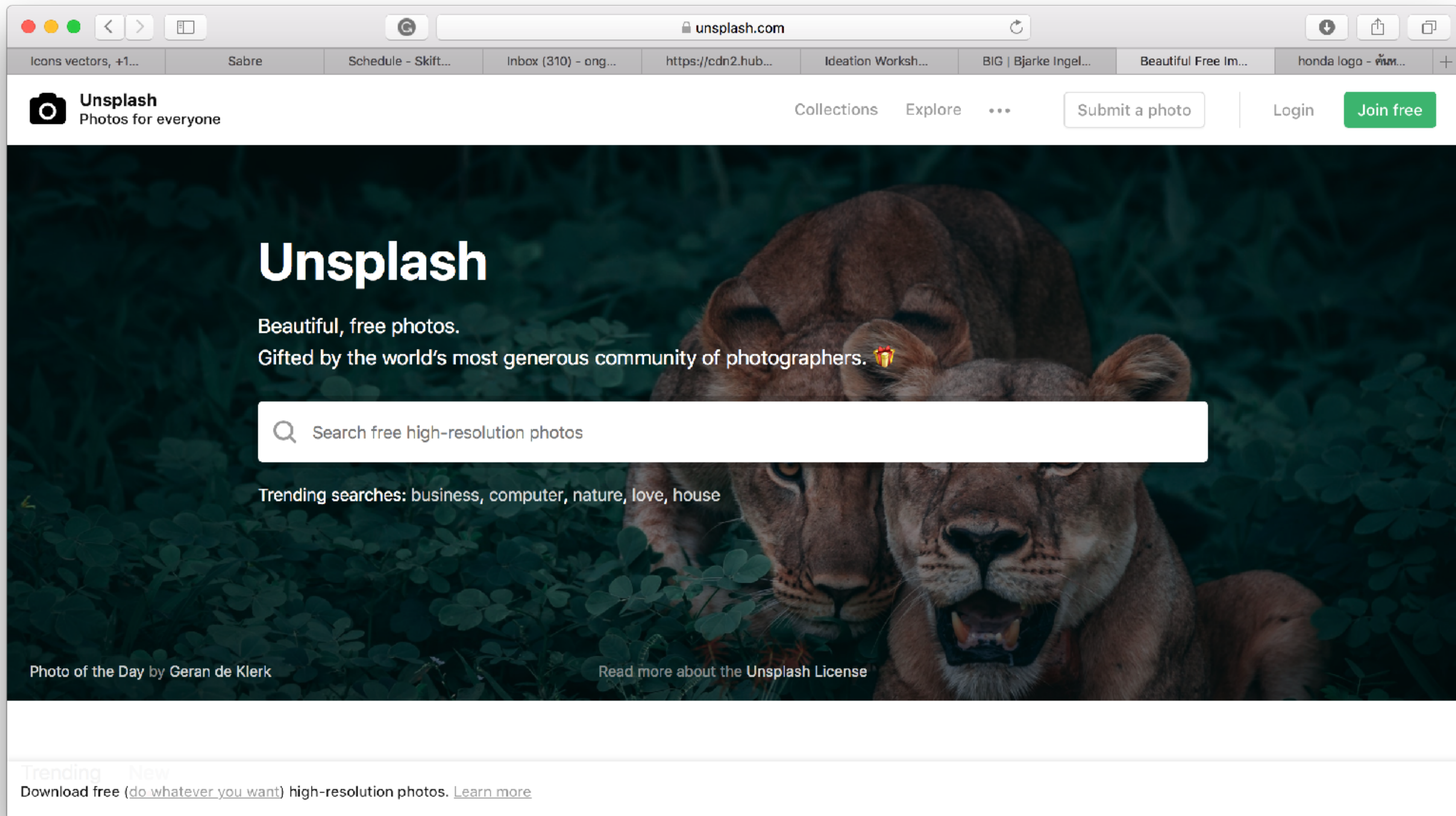
- Animals
- Banners
- Business
- Cartoon
- Design Elements
- Graphics
- Human
- Illustrations
- Background
- Birthday
- Buttons
- Christmas
- Easter
- Halloween
- Icons
- Logo Templates

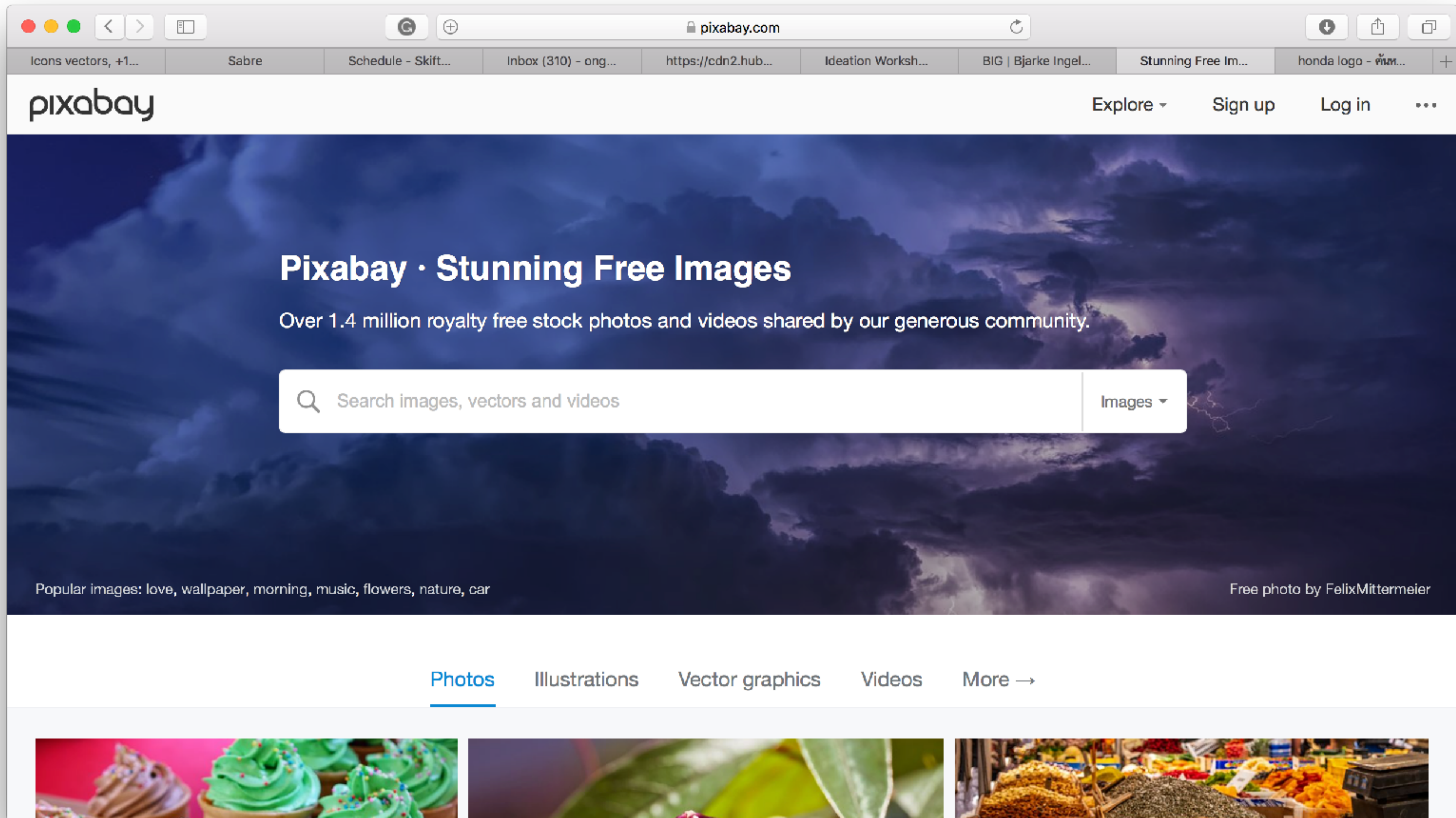
100 UNIVERSAL ICONS

POPULAR SOCIAL MEDIA LOGO COLLECTION

Where can we find a free good photograph?







Build your own Slogan

What Is a Slogan?

In business, a slogan or tagline is "a catchphrase or small group of words that are combined in a special way to identify a product or company,"

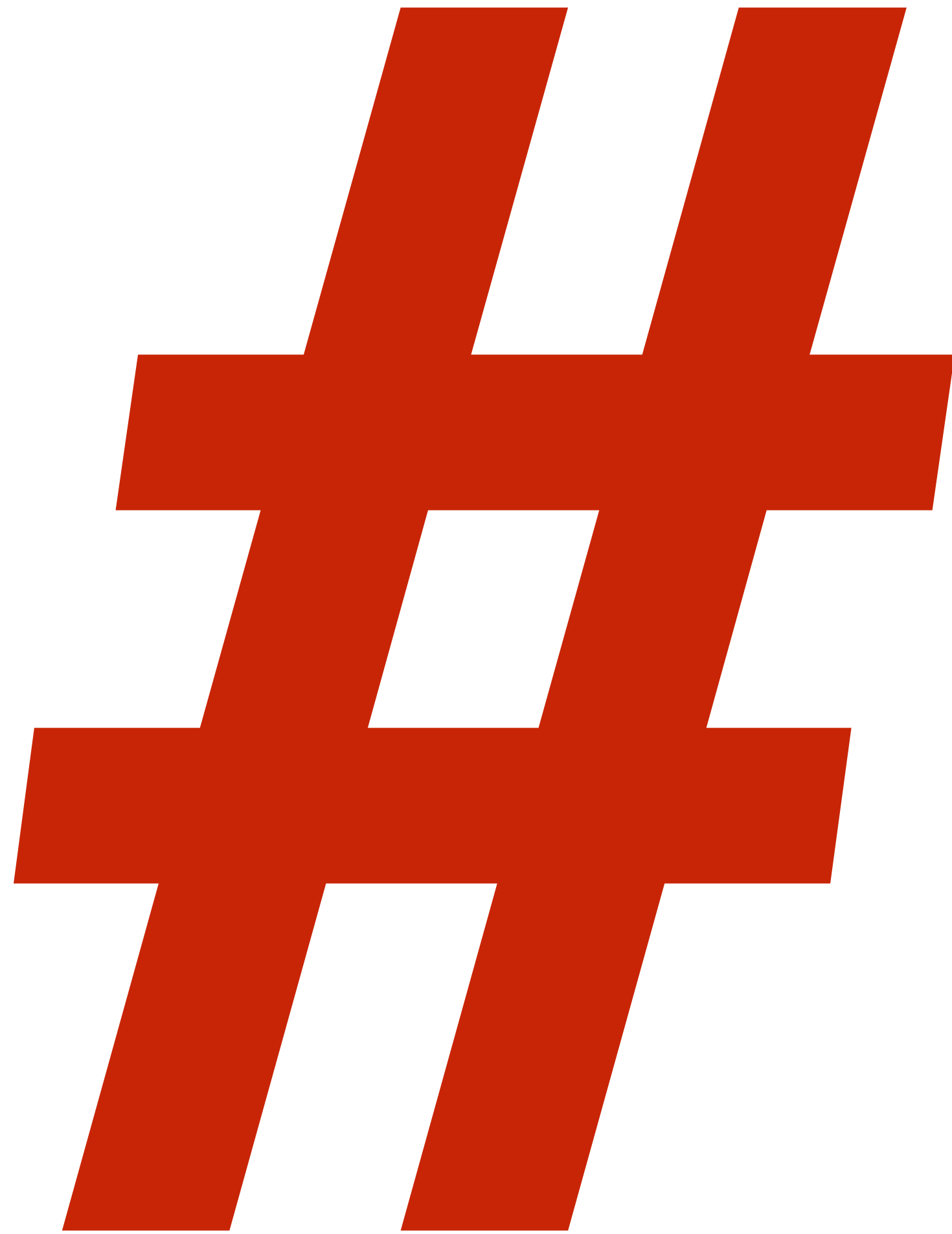
What Makes a Great Slogan?

#JUSTDOIT



KISS

Keep it simple, stupid.



Hatch tag your company

- # It's memorable
- # It includes a key benefit
- # It differentiates the brand
- # It imparts positive feelings about the brand

Company Slogan

JUST DO IT.







A DIAMOND IS FOREVER



HONDA

The Power of Dreams



i'm lovin' it[®]



Think different.



ROARRRDSTER.

DESIGNED FOR DRIVING PLEASURE.

NOKIA

Connecting People

NETFLIX

SEE WHAT'S NEXT

.....



- > Connecting people with stories.
- > Looking forward.
- > Exploring.
- > Viewing the content.

.....



- > What will Netflix do next?
- > Innovation.
- > Anticipation.
- > Curiosity.
- > The next show/episode.

Slogan gone wrong

Customer reflection

Bad customer experience

NETFLIX

SPEND MORE TIME SEARCHING
THAN ACTUALLY WATCHING

PayPal™

Because you *have* to.

FedEx®

It's probably broken

LinkedIn

Connect with people
for no reason at all.

Workshop 002

Build your theme

Build your own company slogan

Select your pitcher

Pitch your Idea in 3 mins with 3 slides

Build your first Presentation page

Hatch tag your company ###

Photo = unsplash

Font = google font

Logo = pinterest

What you deliver = your team



→ Photo

Company
name



Space Corporation



Photo

Company
name



Space Corporation

we built commercial rocket



Company
slogan



Photo

—————> Photo

Company Logo —————>



Company
name —————>

Space Corporation

we built commercial rocket

—————< Company
slogan

—————> Photo

Company Logo —————>



Company
name —————>

Space Corporation

we built commercial rocket ←———— Company slogan

Company
Hatch tag —————>

#SpaceCorp
#SpaceAdventure
#Rocket
#AffordableRocket

Company Logo



Photo



Dim the
Background

Company
name



Space Corporation

we built commercial rocket



Company
slogan

Company
Hatch tag



#SpaceCorp
#SpaceAvdventure
#Rocket
#AffordableRocket



Space Corporation

we built commercial rocket

Design not match



Space Corporation

we built commercial rocket



Space Corporation

we built commercial rocket

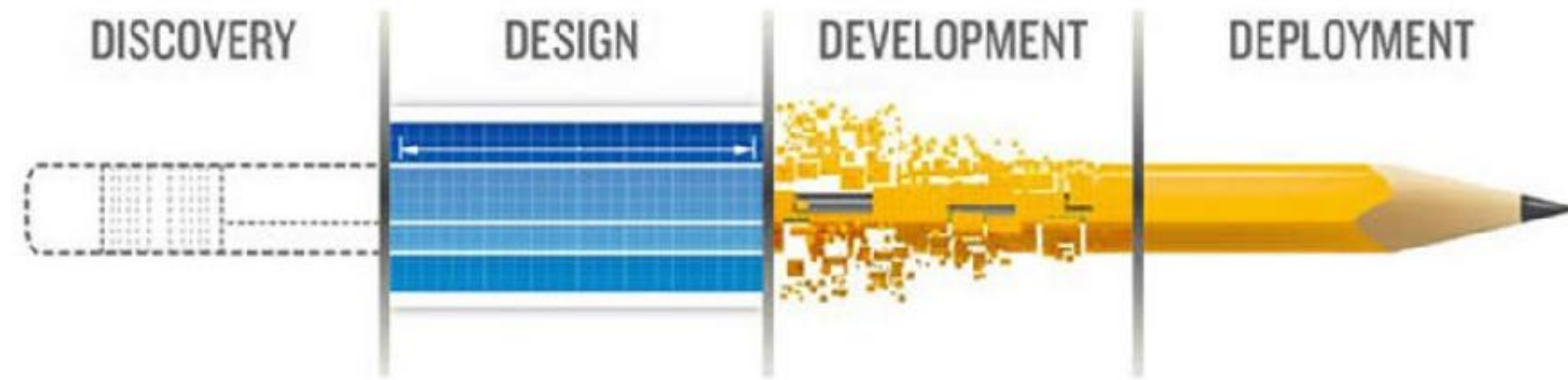


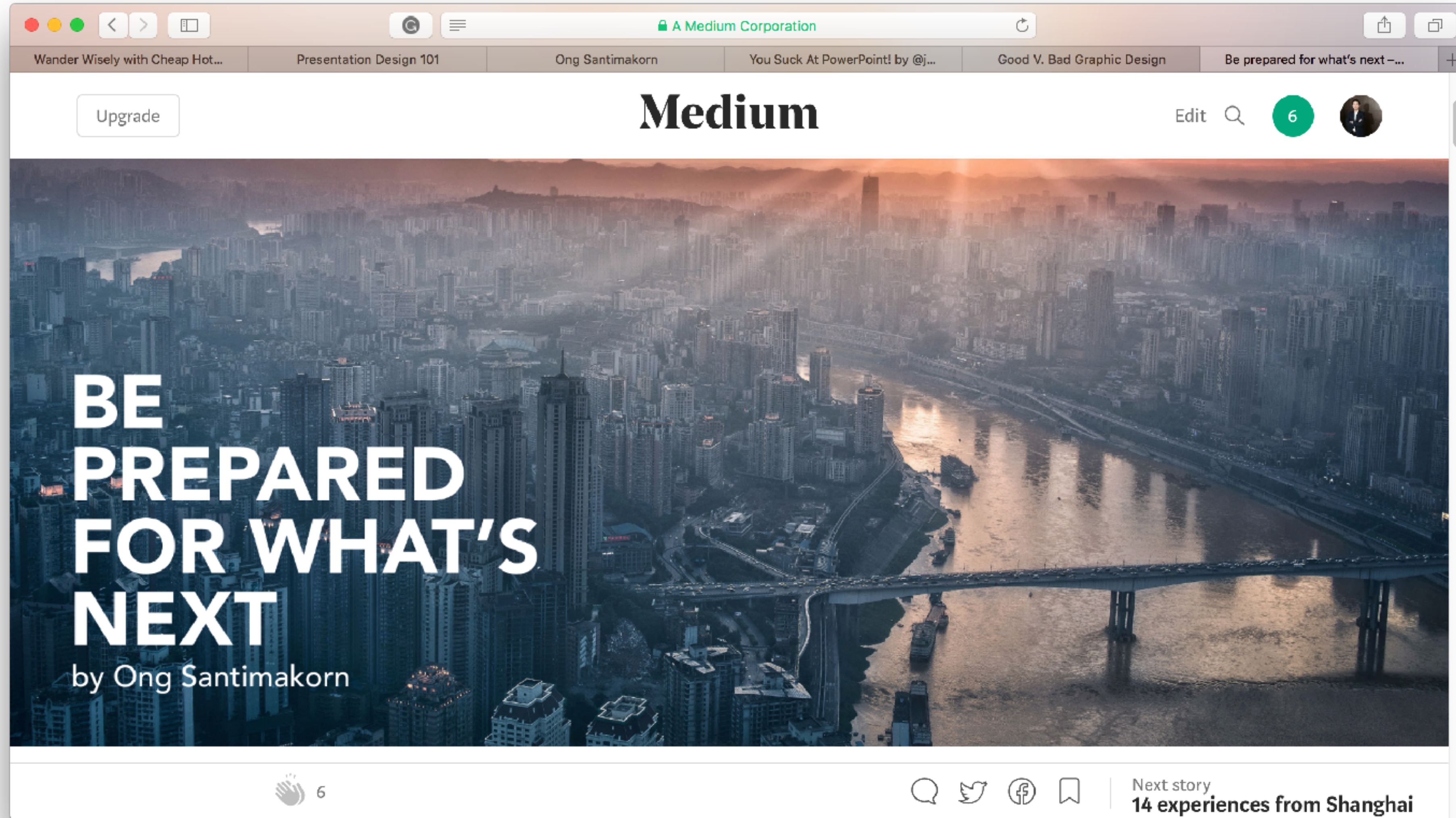
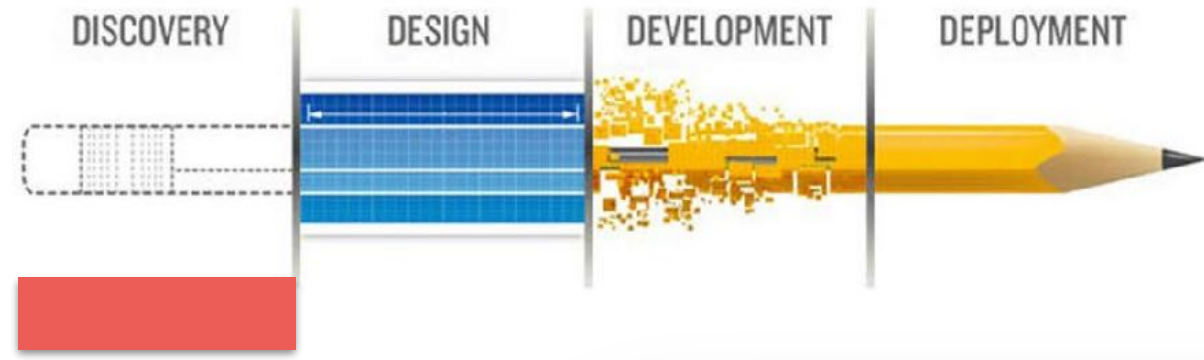
Space Corporation

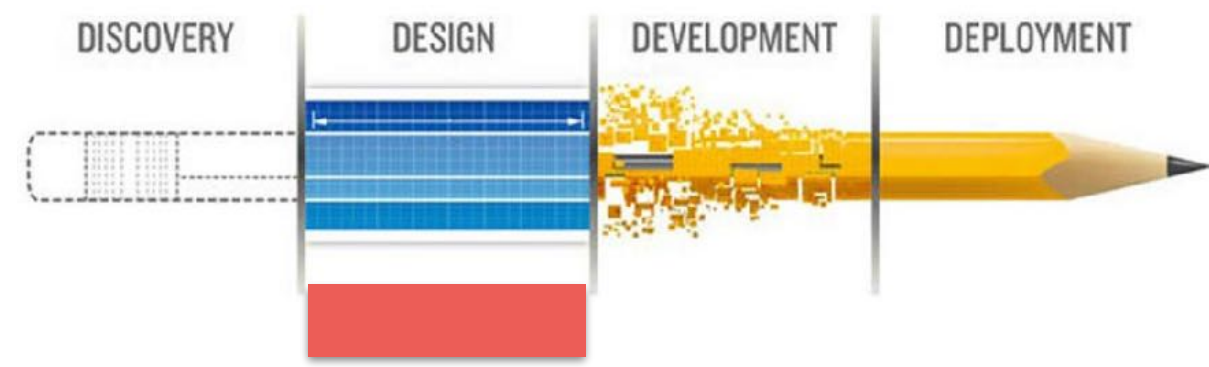
we built commercial rocket

My startup, **<name>**,
is working on **<offering>**
to help **<target customers>**
to solve their **<pain-point>**
by **<your secret sauce>**

Design development







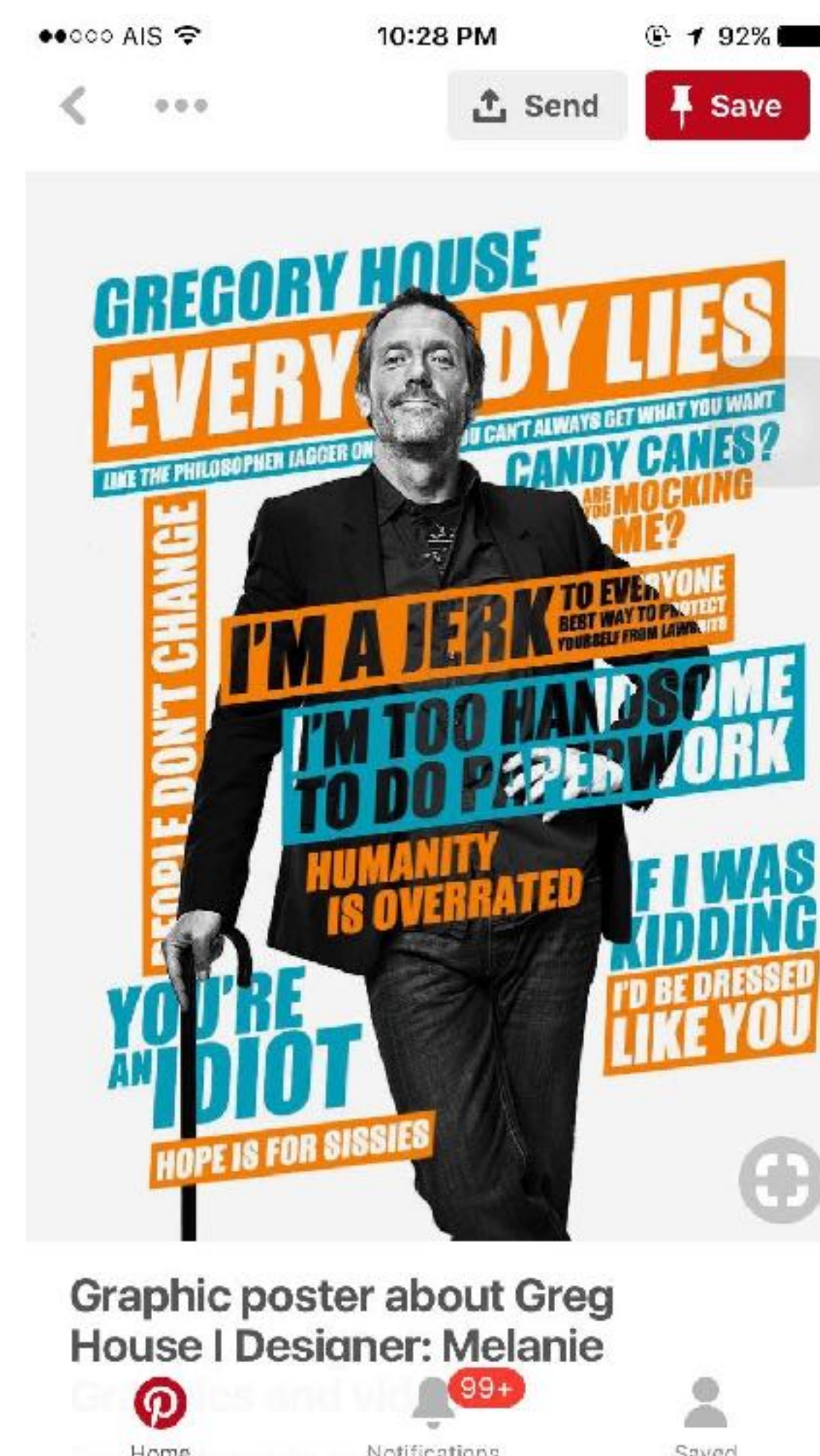
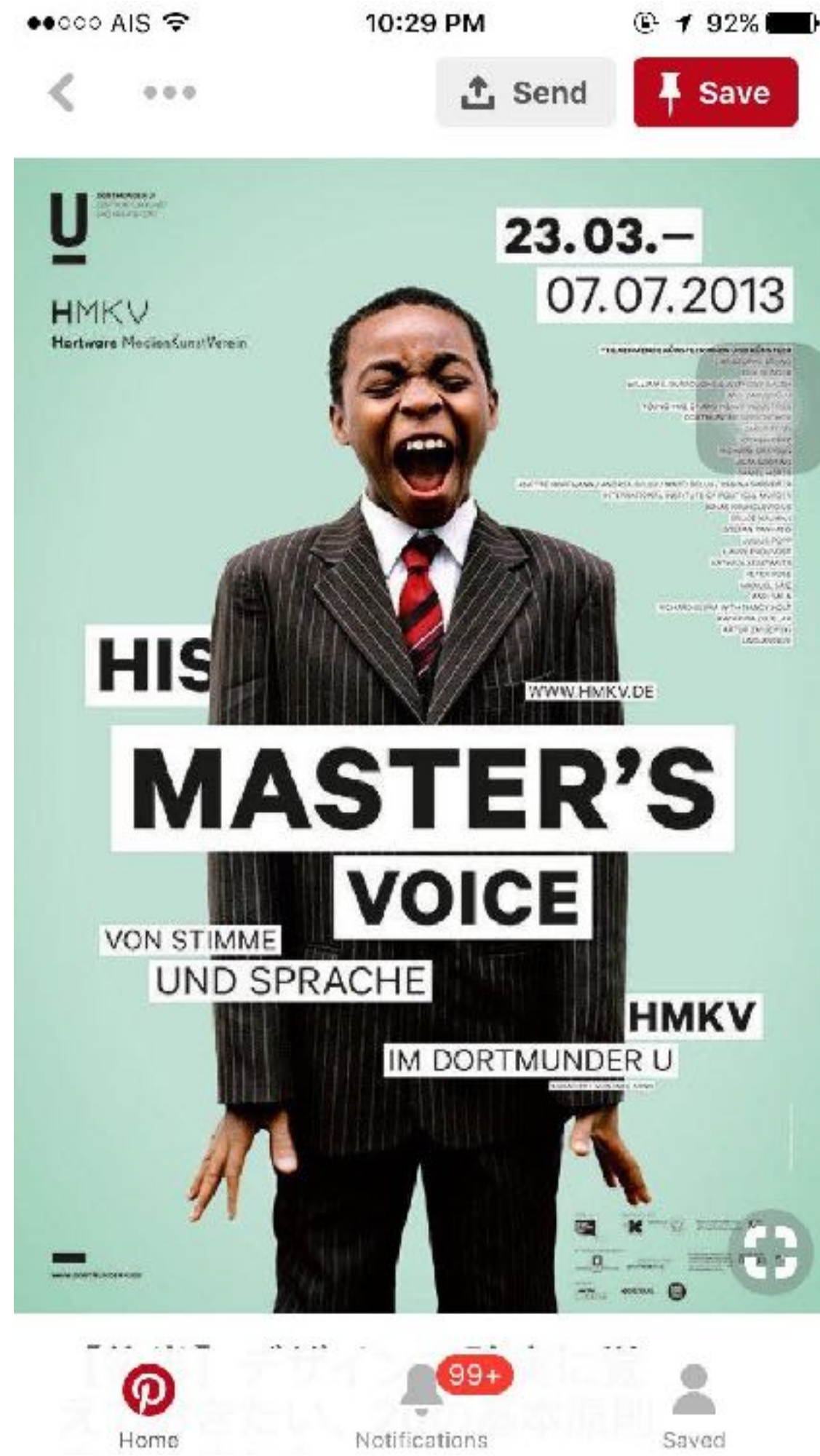
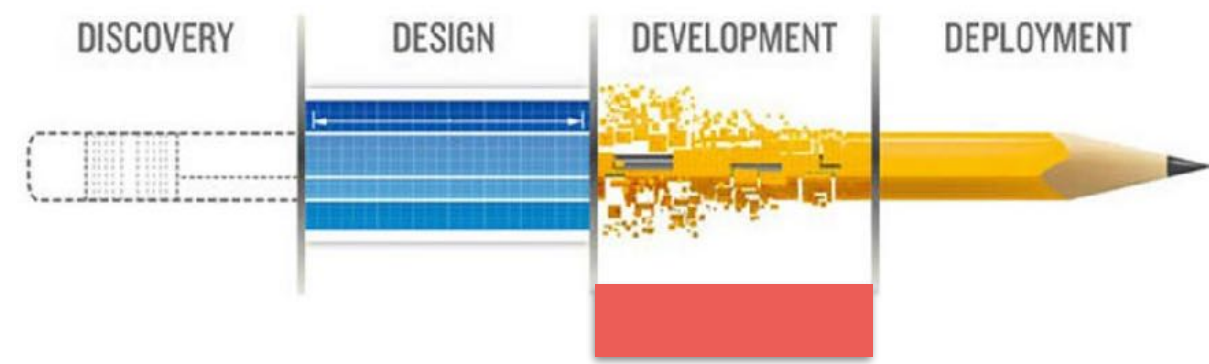
AHEAD ASIA

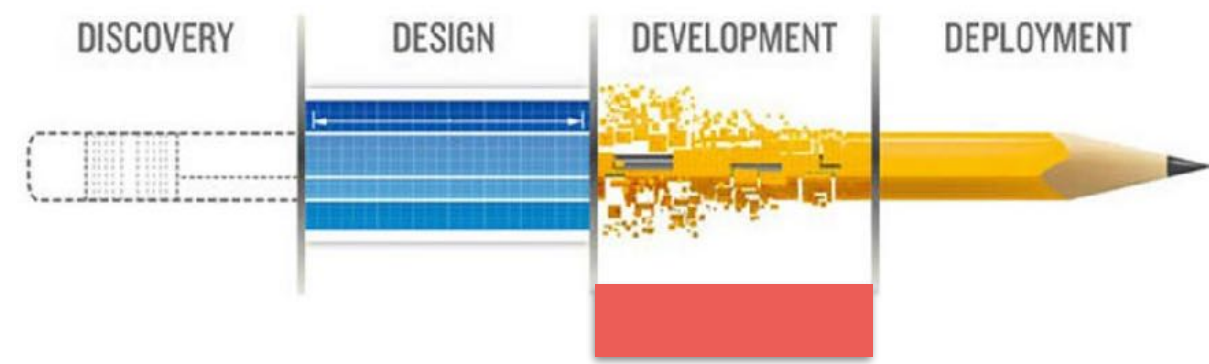
"คลื่น 11K อนาคต"

Be Prepared for what's Next

ชรัทธี สันติมาร

#AHEADCOLUMNIST





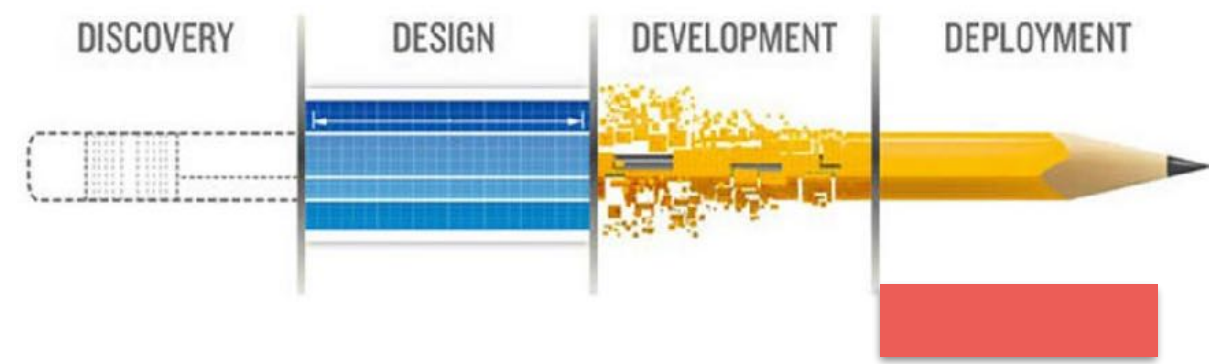
AHEAD ASIA

BE

คลีนแค่ง
อนาคต

**PREPARED
FOR WHAT'S NEXT**

ONG SANTIMAKORN
#AHEADCOLUMNIST



AHEAD COLUMNIST

จงเตรียมตัวกับ
คลื่นแห่งอนาคต
ลูกถัดไป

**BE PREPARED
FOR
WHAT'S NEXT**

by **ONG SANTIMAKORN**

AHEAD ASIA

AHEAD Columnist

จงเตรียมตัวกับ
'คลื่นแห่งอนาคต'
ลูกถัดไป

**BE PREPARED
FOR WHAT'S NEXT**

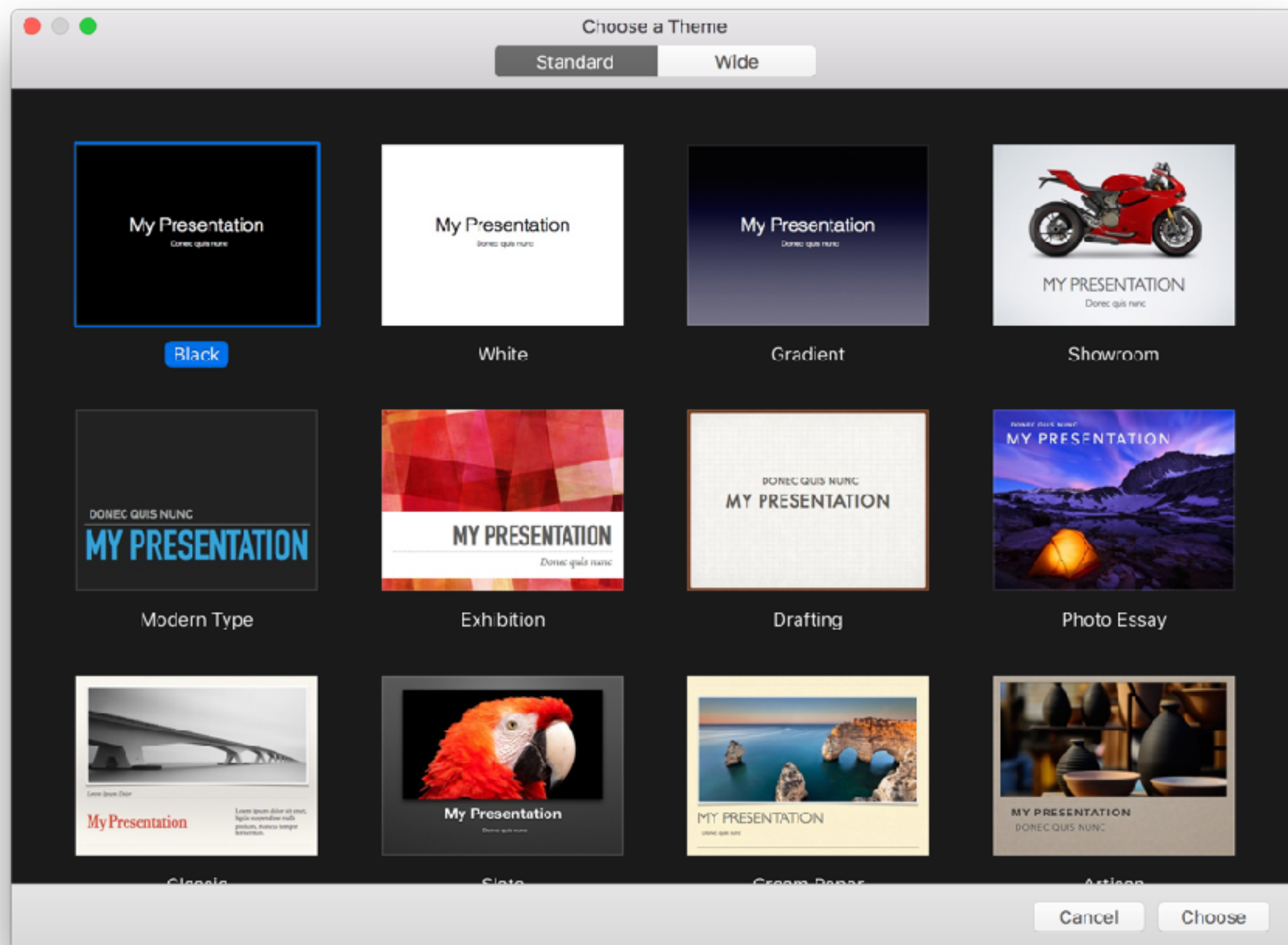
by **ONG SANTIMAKORN**



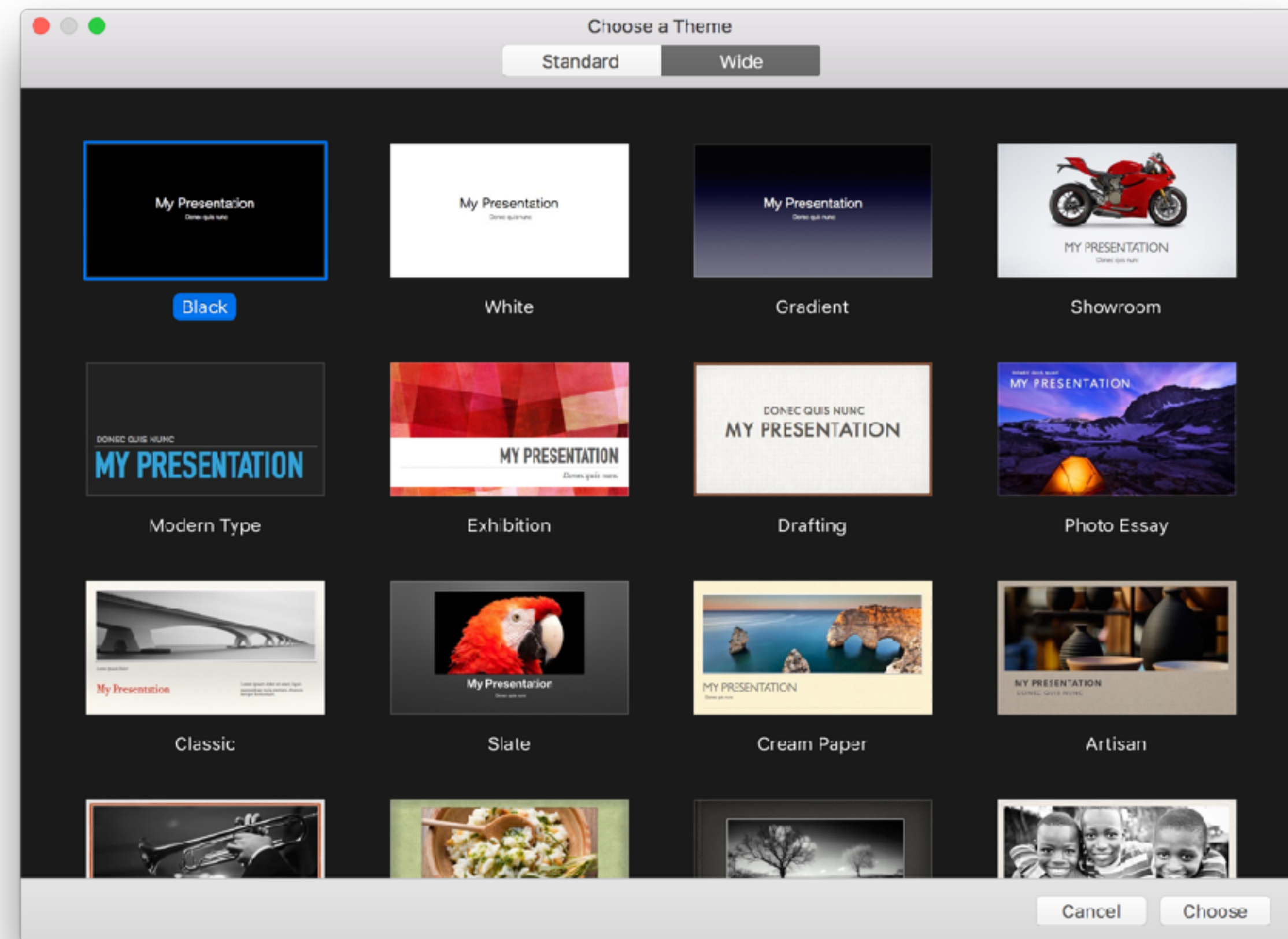
DESIGN TIPS

How to

Build your presentation
that actually engage



4 : 3



16 : 9





GREAT PRODUCT PHOTOS

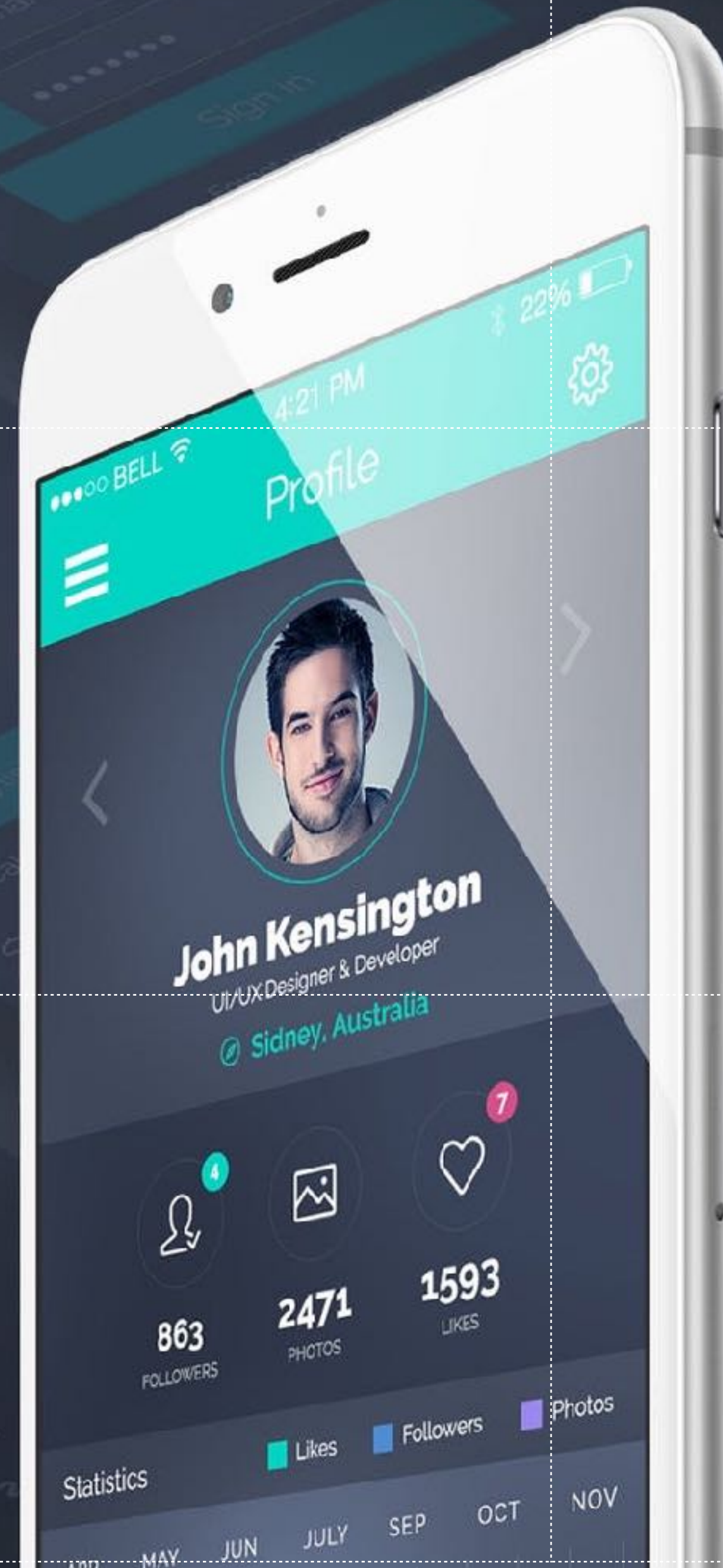
An Introduction



SPIRITAPP

Mobile App Design UI Kit

40 PSDs





01. Choose easy to read fonts

Don't get too fancy with fonts and go for those that are easy to read. Sans serif fonts are more readable than serif fonts when it comes to a presentation platform and larger fonts will help those seated at the back of the room to see and read what you're presenting.

*This typography is very
easy to read*

อ่านง่ายสุดๆเลยครับ

**This typography
is very hard to
read**

อ่านยากมากครับ

20.3 Seconds

For the fulfilment of our 2030 Vision, we will set the corporate attitude to “pursue growth through the pursuit of quality.” We will increase the quality of Honda products and services, and at the same time, we will increase the quality of our corporate activities, which we will carry out based on the strong principle that we want to please our customers.

10.1 Seconds

For the fulfilment of our 2030 Vision, we will set the corporate attitude to “pursue growth through the pursuit of quality.” We will increase the quality of Honda products and services, and at the same time, we will increase the quality of our corporate activities, which we will carry out based on the strong principle that we want to please our customers.



WORK HARDER

02. Provide solid content

Before you begin designing a presentation, identify the purpose and goal of the presentation. What do you need to achieve? This will guide the content of the presentation and ensure it is worth viewing and sharing.

03. One main idea per slide

Keep slides simple with only one main idea per slide, preferably expressed in 6-10 words. Audiences shouldn't be reading along with the speaker nor should they be distracted by the content of the slides. Keeping the text short and brief will deliver the need-to-know highlights.



BEN KOLDE

I design and develop
experiences that make
people's lives **simple.**

See my work

04. Include high quality images

1

Use high-resolution photos (within a size range of 1000 pixels) that match the color scheme where possible.

2

Avoid cheesy stock photography that can come across as fake or uninteresting.

3

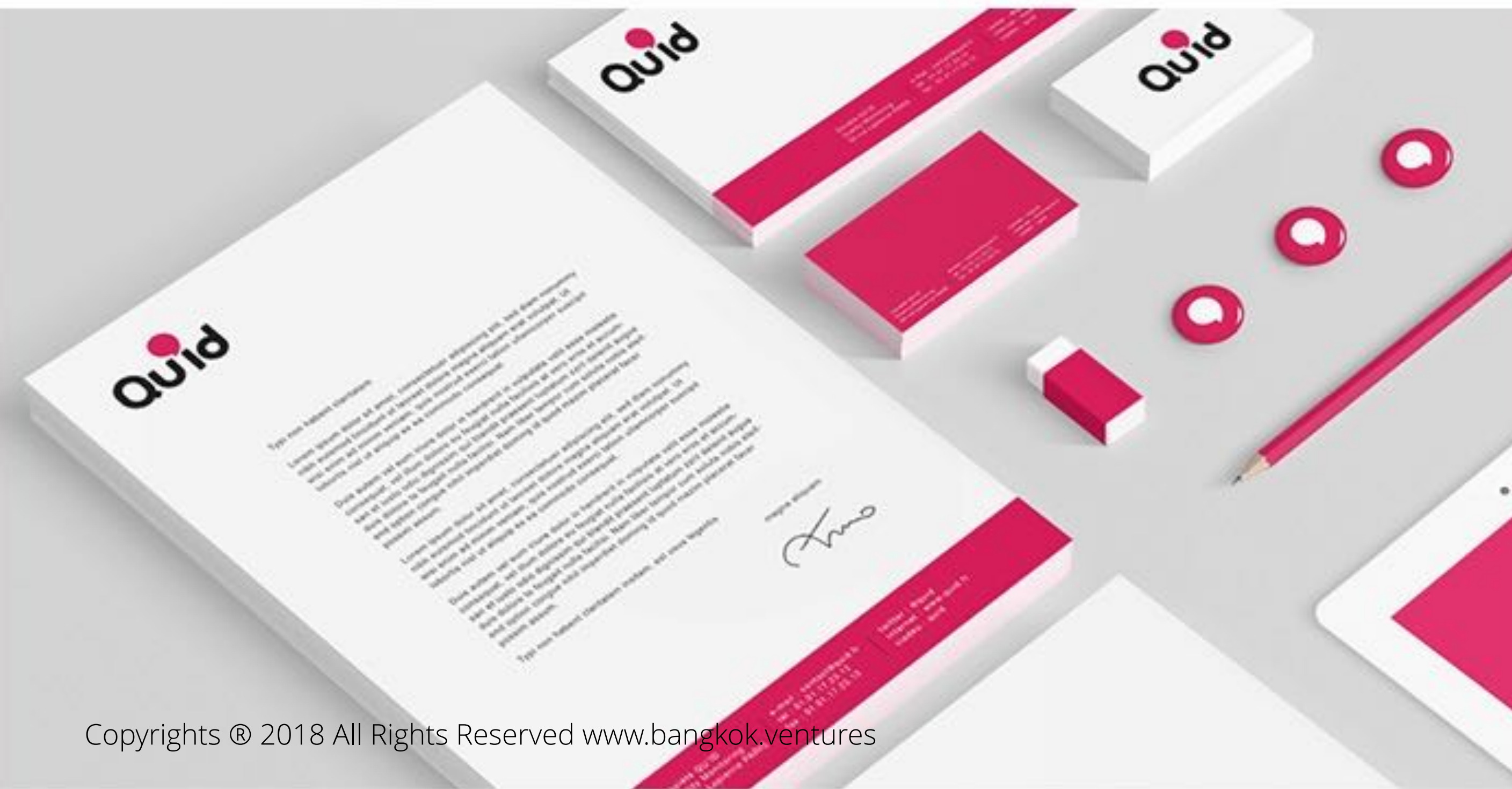
Make the most of white or negative space to ensure there is room for text and it's not dueling for attention with the images.

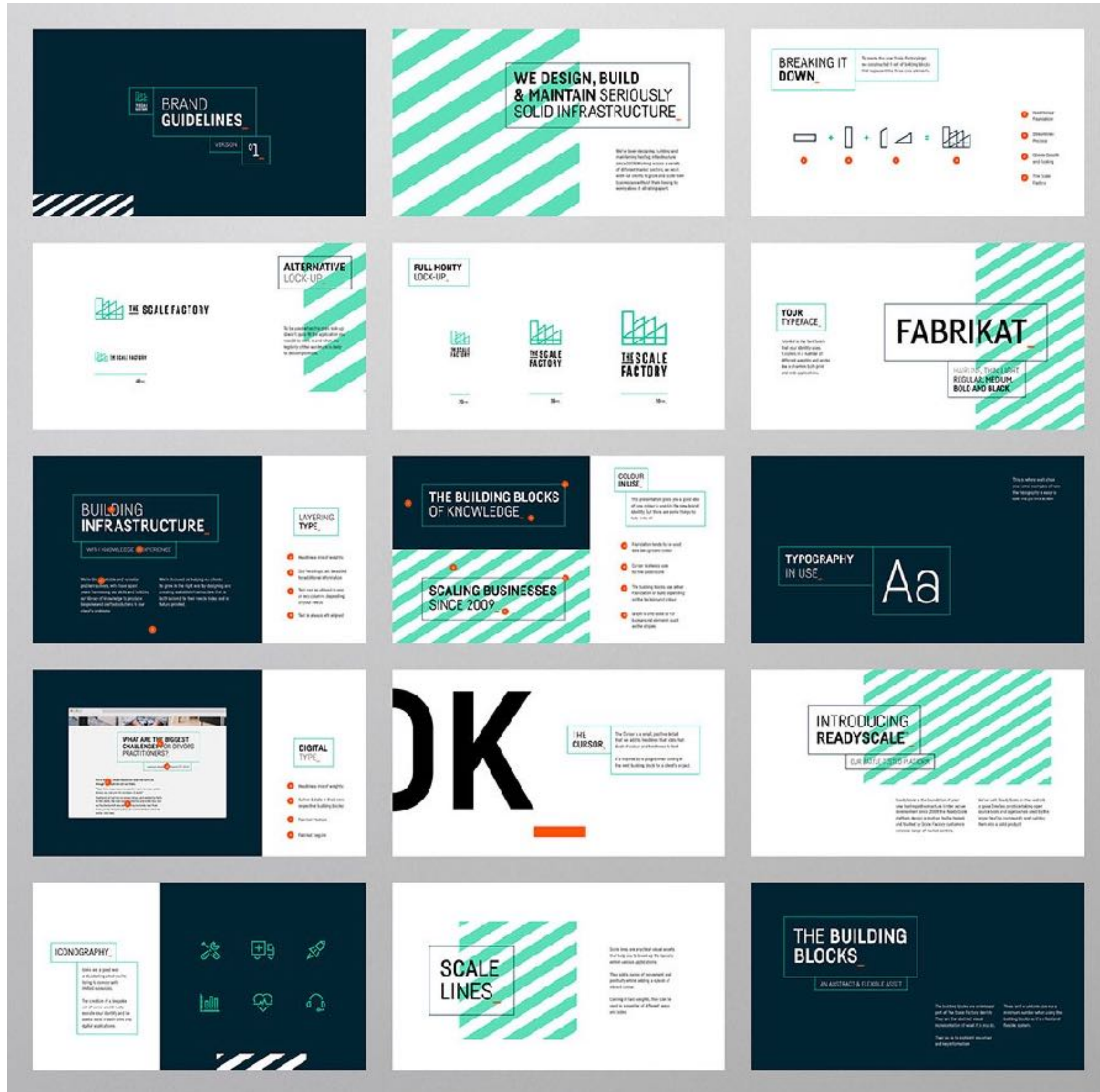


05. Choose a selective colour scheme

Be wary of choosing too many colors for a presentation, as this can prove distracting. Select two or three colors for foreground tones, background base, and accents. Use images that harmonize with the color palette (or vice versa) and don't be afraid to adjust contrast and saturation and add filters to pictures to suit the presentation. If text is being laid over images use a contrasting or complementary color and step away from the computer to make sure it's easily read.

Quid





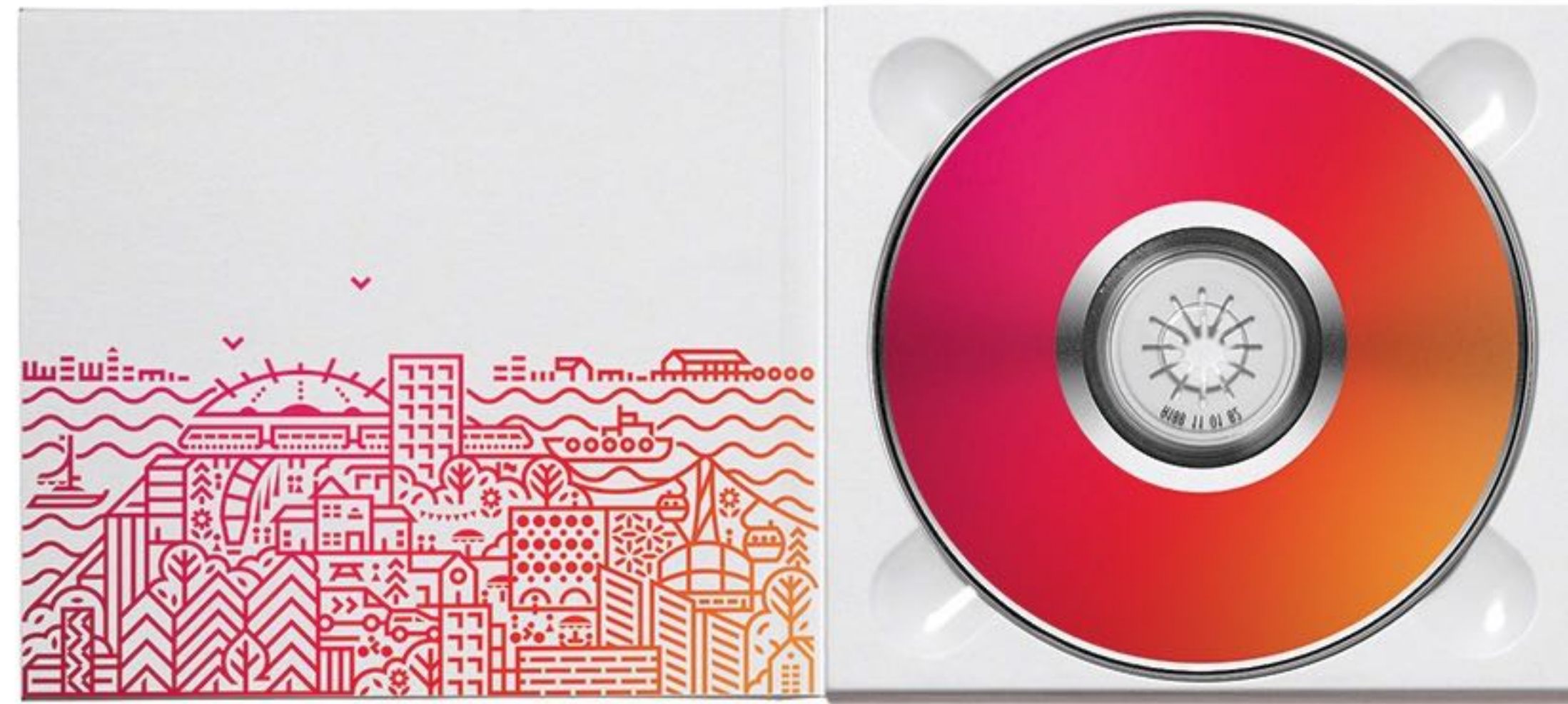
06. Be consistent

Keep the look of slides consistent. Images, color schemes, background images, fonts, layout, framing and logo placement should all follow the same style guide. But they also need to be kept interesting, so think of your slides as fraternal twins, not identical twins.

LOIKO®







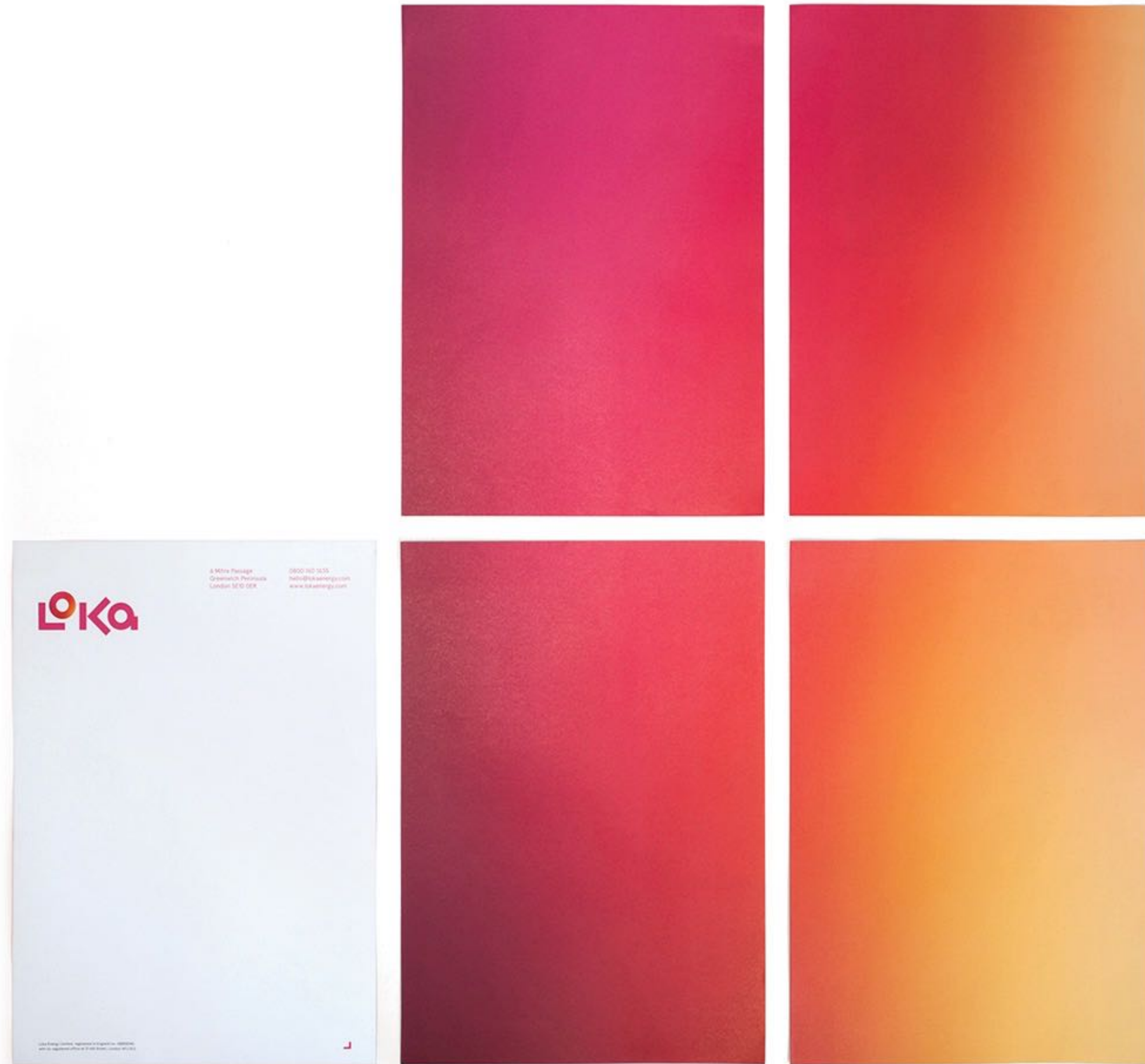
















Some tips for consistency:

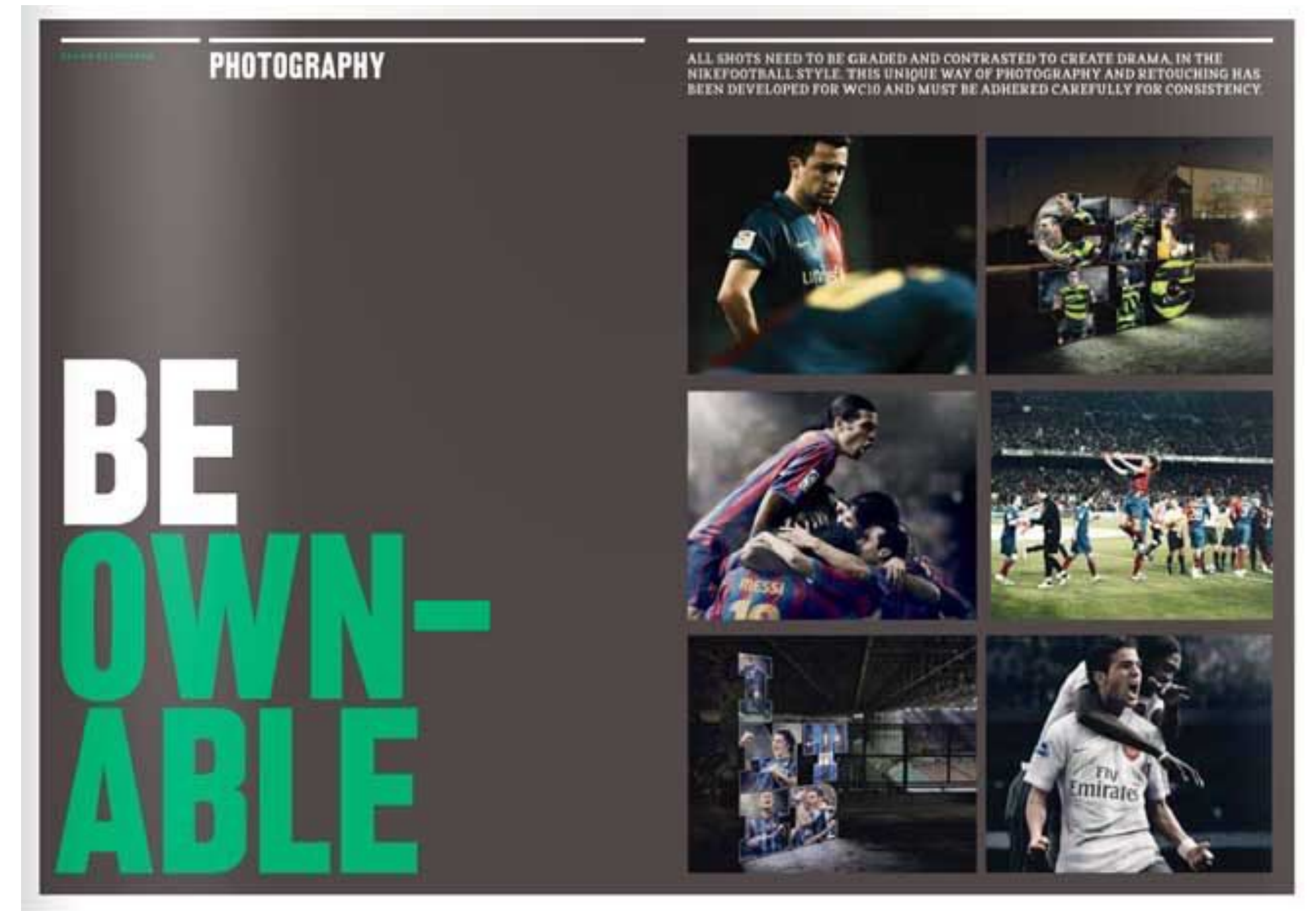
- Use the same 'banner' or title font throughout your design.
- Use the same 'frame' or 'grid' throughout your design.
- Use the same background throughout your design.
- Use consistent fonts

Make one fantastic slide, save it as a template and repeat the layout.

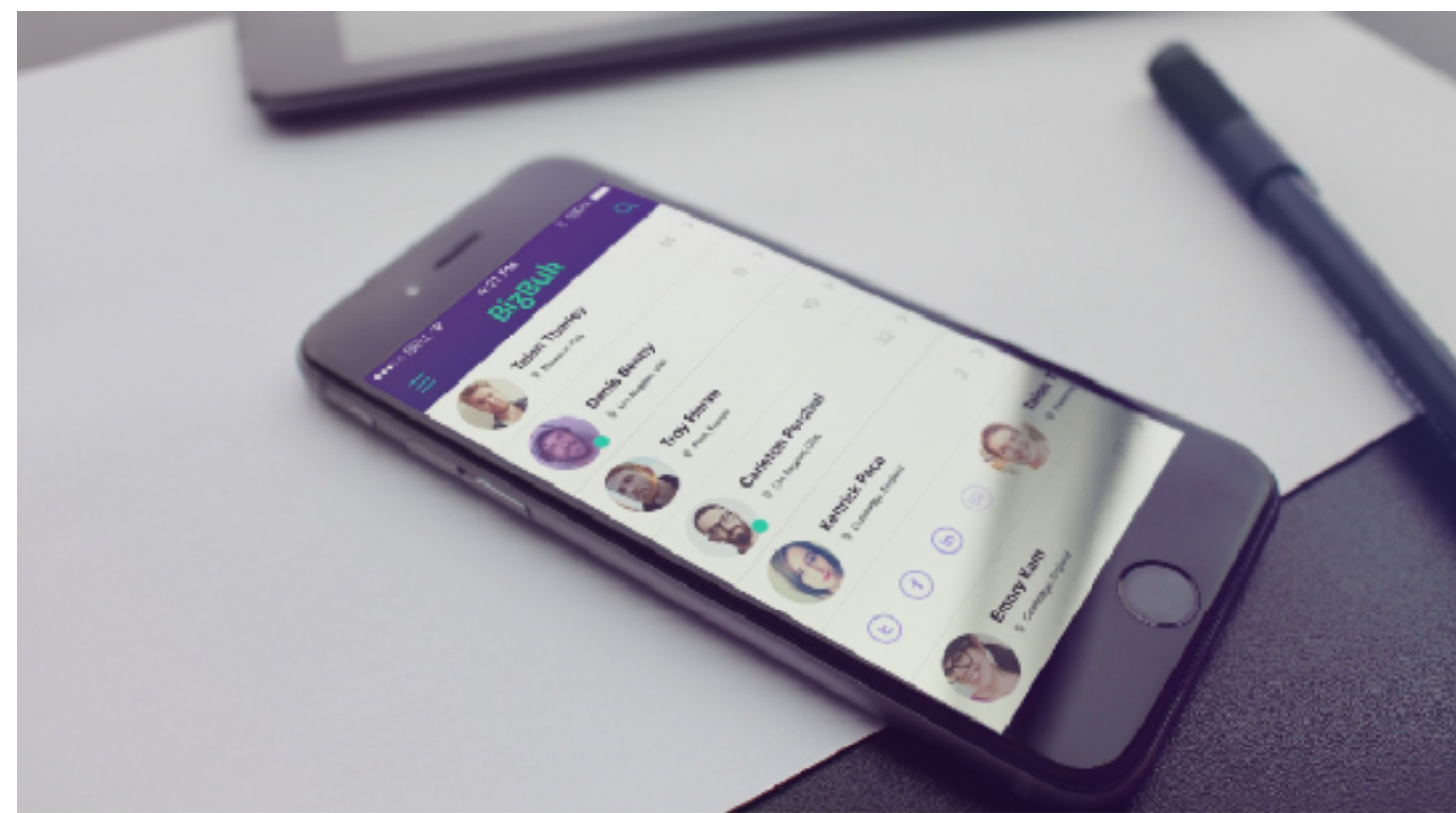
Audience members will pick up other elements of your presentation without having to rethink each slide.

07. Create a compelling cover

Your title slide is your calling card for the whole presentation and should grab attention while also conveying the feeling and topic of the presentation. Give people a reason to click through the presentation or to sit up and listen.



This presentation engages you on the first slide with **eclectic**, but never crowded, typography. A theme of blue and beige creates a sense of trust and ease as you navigate through the slides.



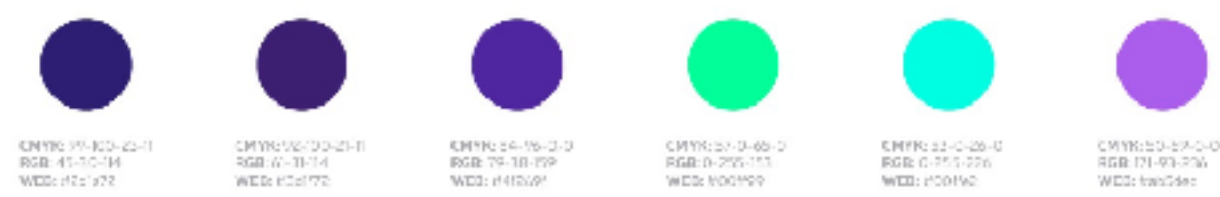
CONSTRUCCIÓN DE LOGOTIPO



SIÍMBOLD



PALETA DE COLOR



GRADACIÓN CROMÁTICA



TIPOGRAFÍA CORPORATIVA

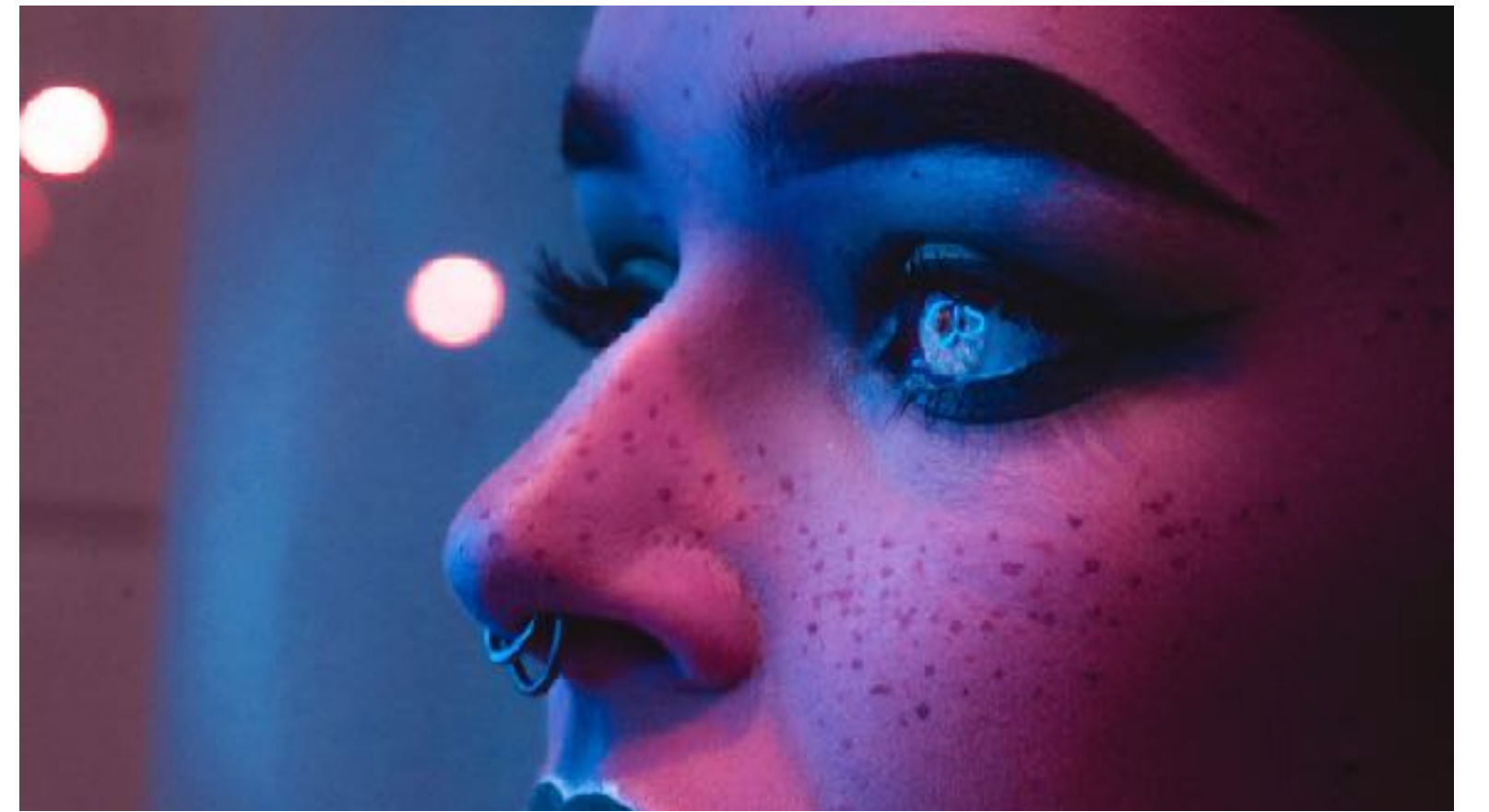
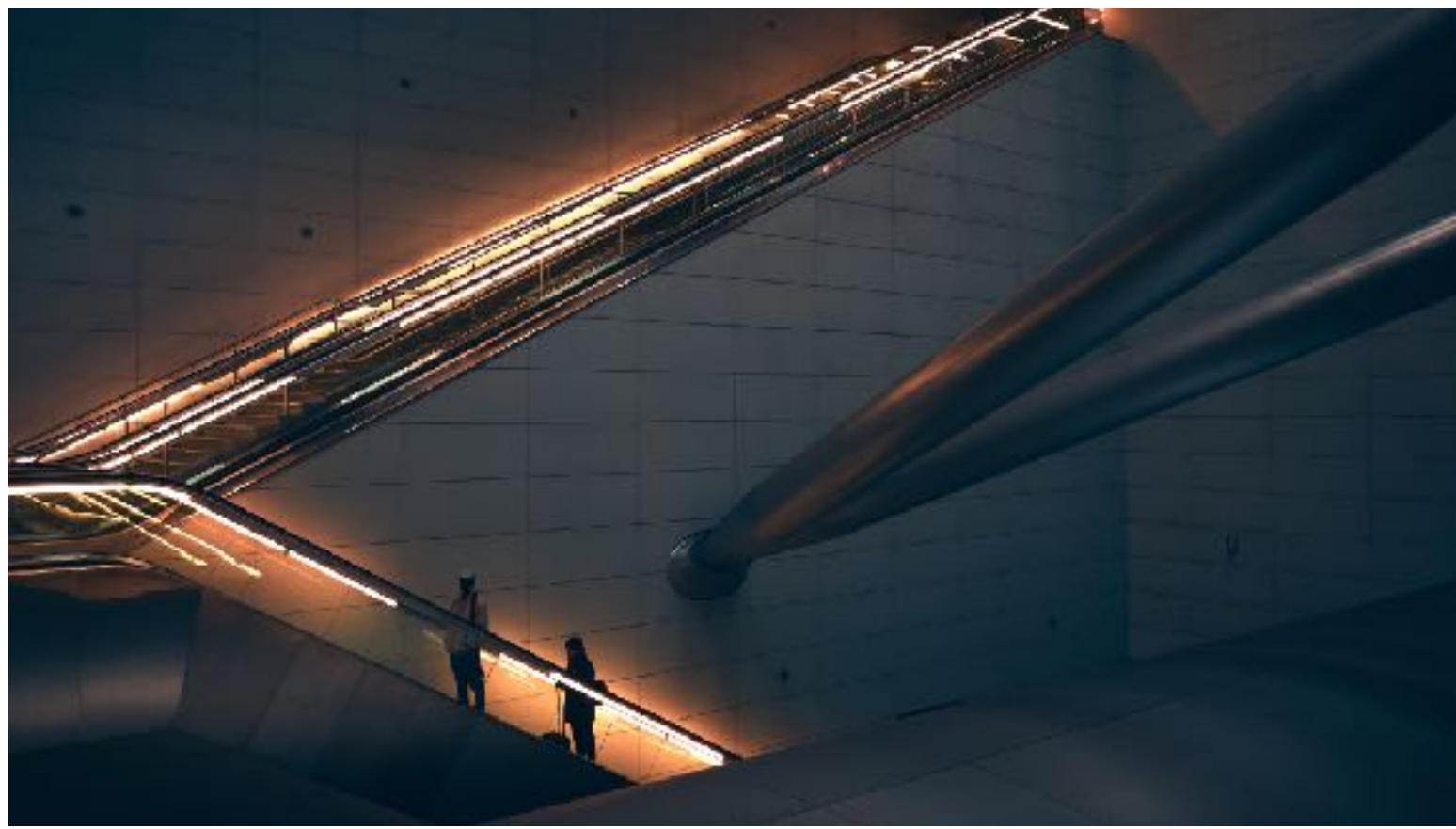


TIPOGRAFÍA AUXILIAR

TÍTULOS		TEXTO CORRIDO	
Dosis	Aa 123	Dosis Light	Aa 123
Dosis Font			
Bold	AbBbCc 12345	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut venenatis, bibendum, fermentum, dignissim, praesent, primarum, nec. Sed a quam, neque, mauris, phasellus, odio, congue, scelerisque, in, sollicitudin, nisi.	
Medium	AbBbCc 12345	Dones, congue, nunc, lorum, quis, viverra, libero, Et, lacinia, que, ut, quam, scelerisque, pellentesque, venenatis, interdum, ac, ut, scelerisque, quam, fructus, bibendum, nisi.	
Regular	AbBbCc 12345		
Light	AbBbCc 12345		

08. Filters are your friends

Filters are your friends. Use them to enhance the mood of your photos, and to create a perfect backdrop. Filters can also unify photos with different brightness levels or color values.









FUTURISTIC

strange and very modern,
or intended or seeming to
come from some imagined
time in the future

FUTURISTIC

strange and very modern,
or intended or seeming to
come from some imagined
time in the future

FUTURISTIC

strange and very modern,
or intended or seeming to
come from some imagined
time in the future



FUTURISTIC
strange and very modern,
or intended or seeming to
come from some imagined
time in the future

Copyright © 2018 All Rights Reserved www.bangkok.ventures
Not for Circulation. Private & Confidential



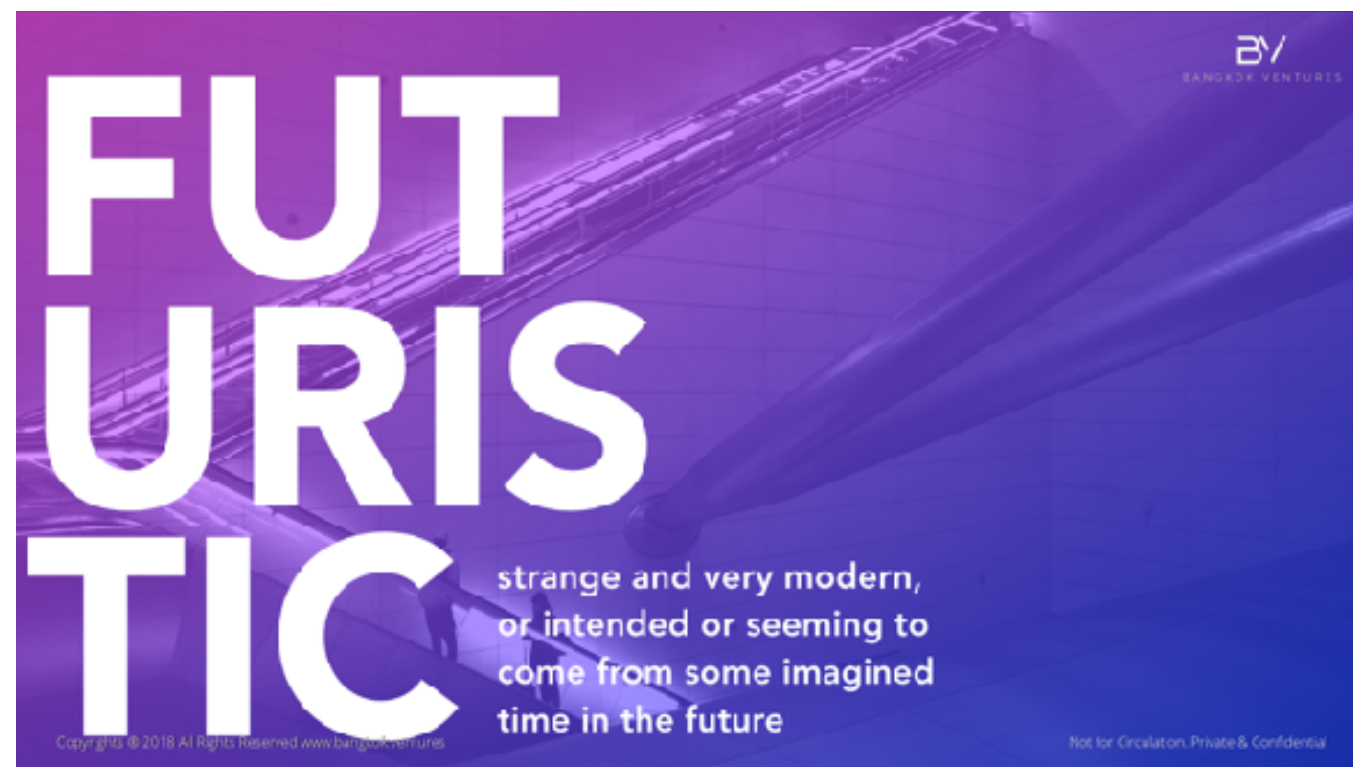
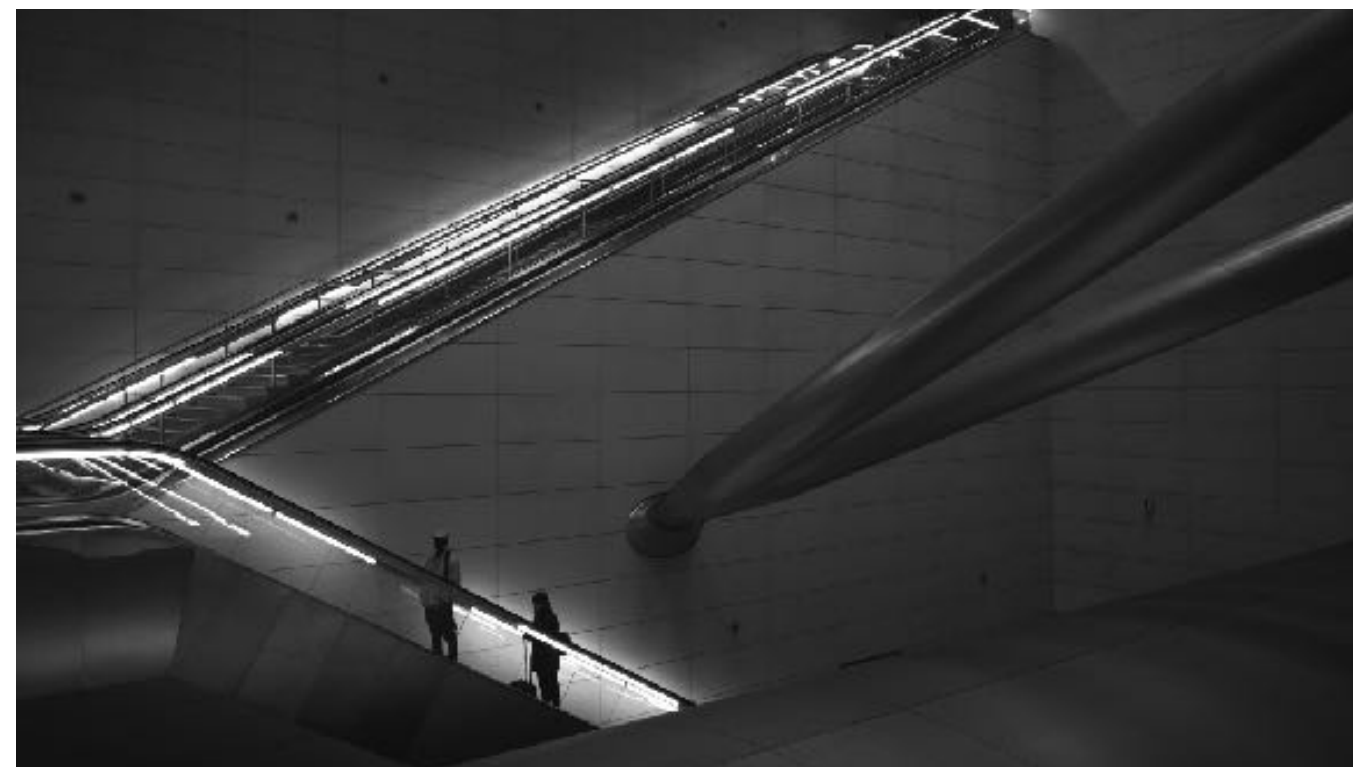
FUTURISTIC
strange and very modern,
or intended or seeming to
come from some imagined
time in the future

Copyright © 2018 All Rights Reserved www.bangkok.ventures
Not for Circulation. Private & Confidential



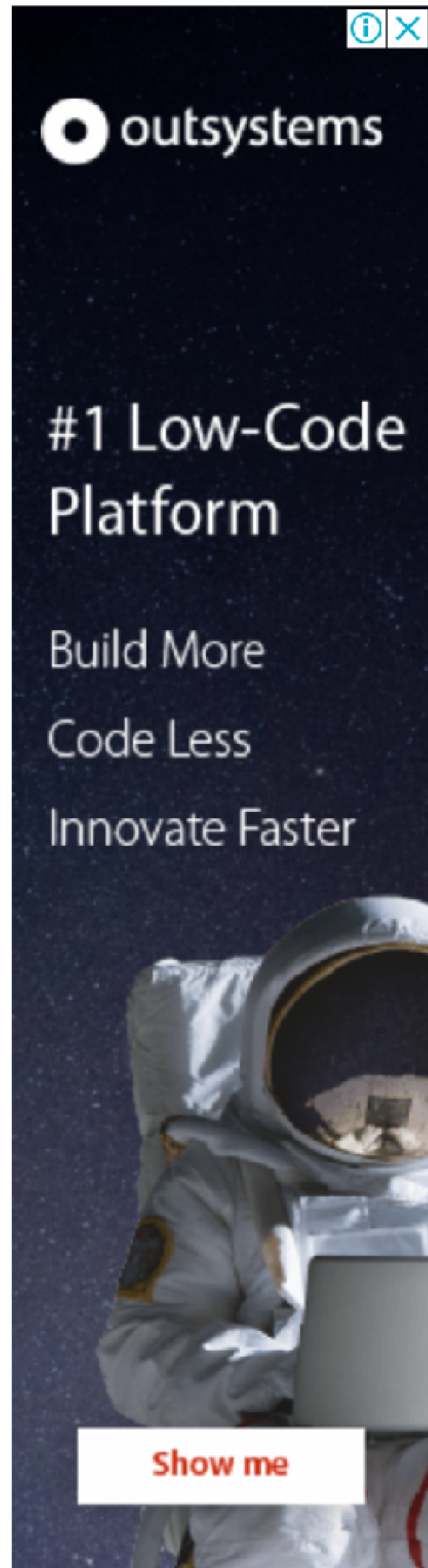
FUTURISTIC
strange and very modern,
or intended or seeming to
come from some imagined
time in the future

Copyright © 2018 All Rights Reserved www.bangkok.ventures
Not for Circulation. Private & Confidential



09. Close with a call-to-action


Make the closing slide interesting and powerful to leave viewers with a final impression of the presentation. What do you want them to remember? Also include a call-to-action, such as a link to a blog, website or social media profiles; a request for viewers to sign a petition; or a place where they can find other presentations.



outsystems

#1 Low-Code Platform


Build More
Code Less
Innovate Faster




Show me

Create and share your own word lists and quizzes for free!


Sign up now Log in



Build your OnDemand App



Build your OnDemand App for Delivery, Food, Restaurants



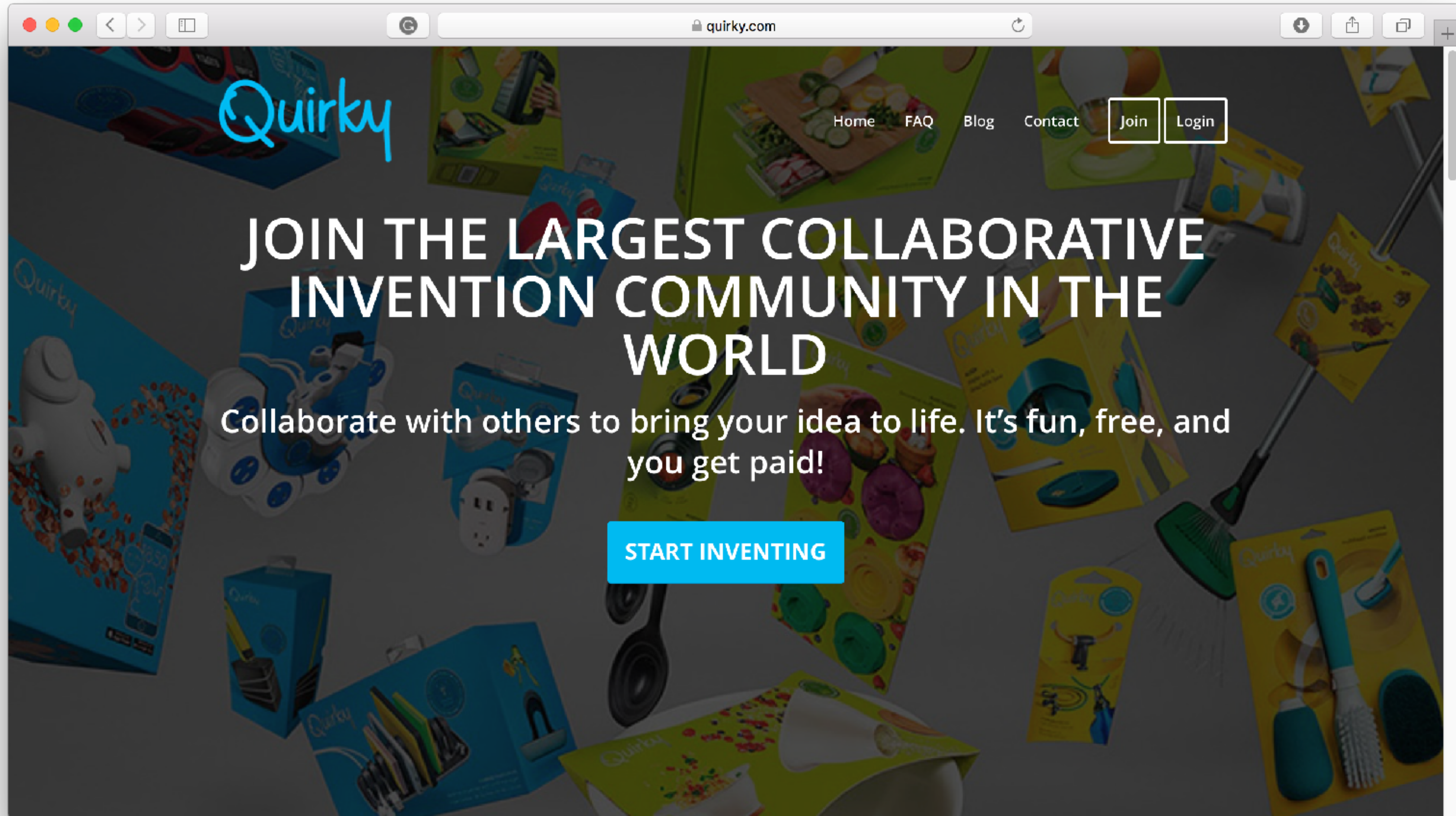
Learn what

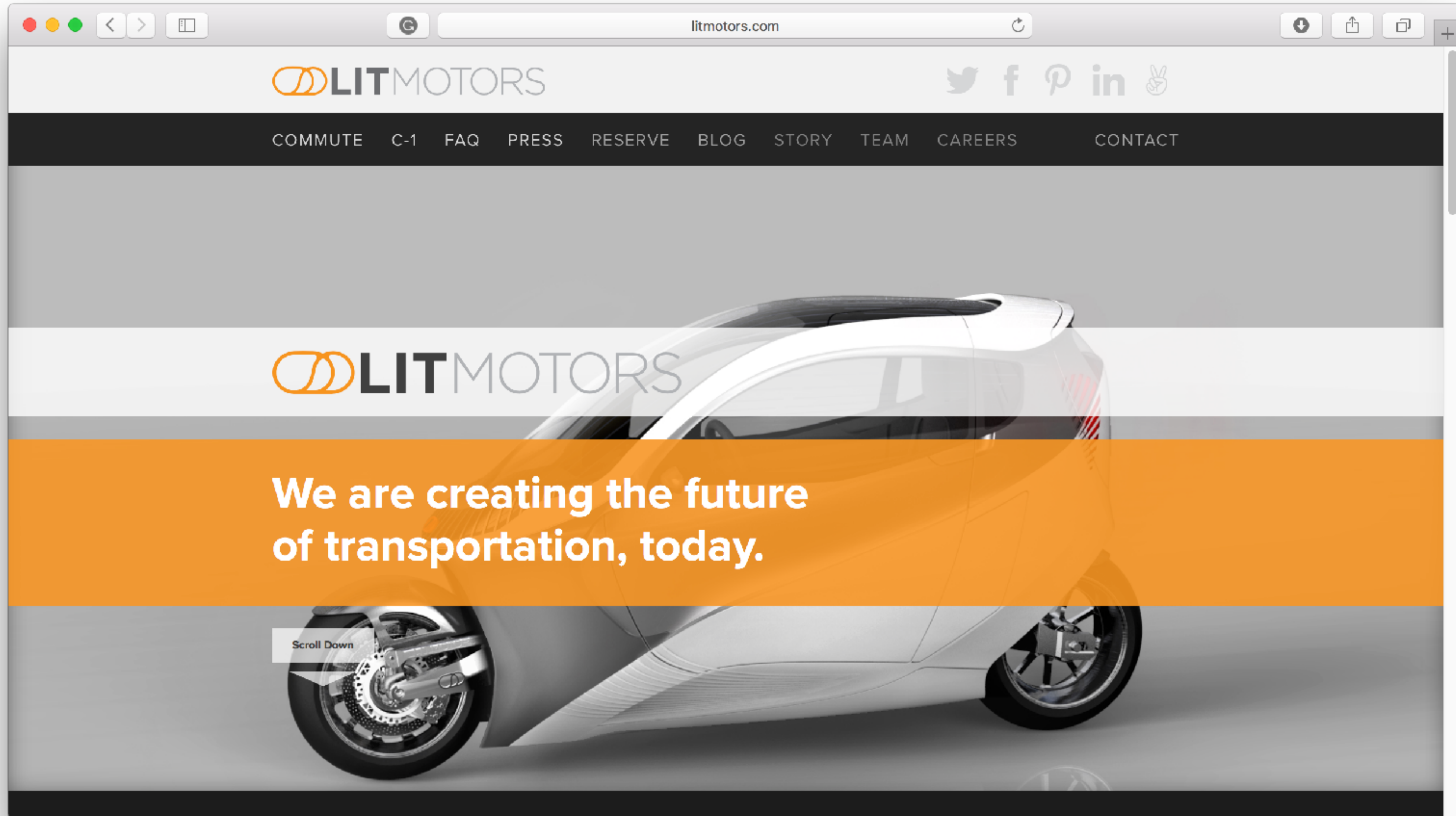
GRADS of LIFE

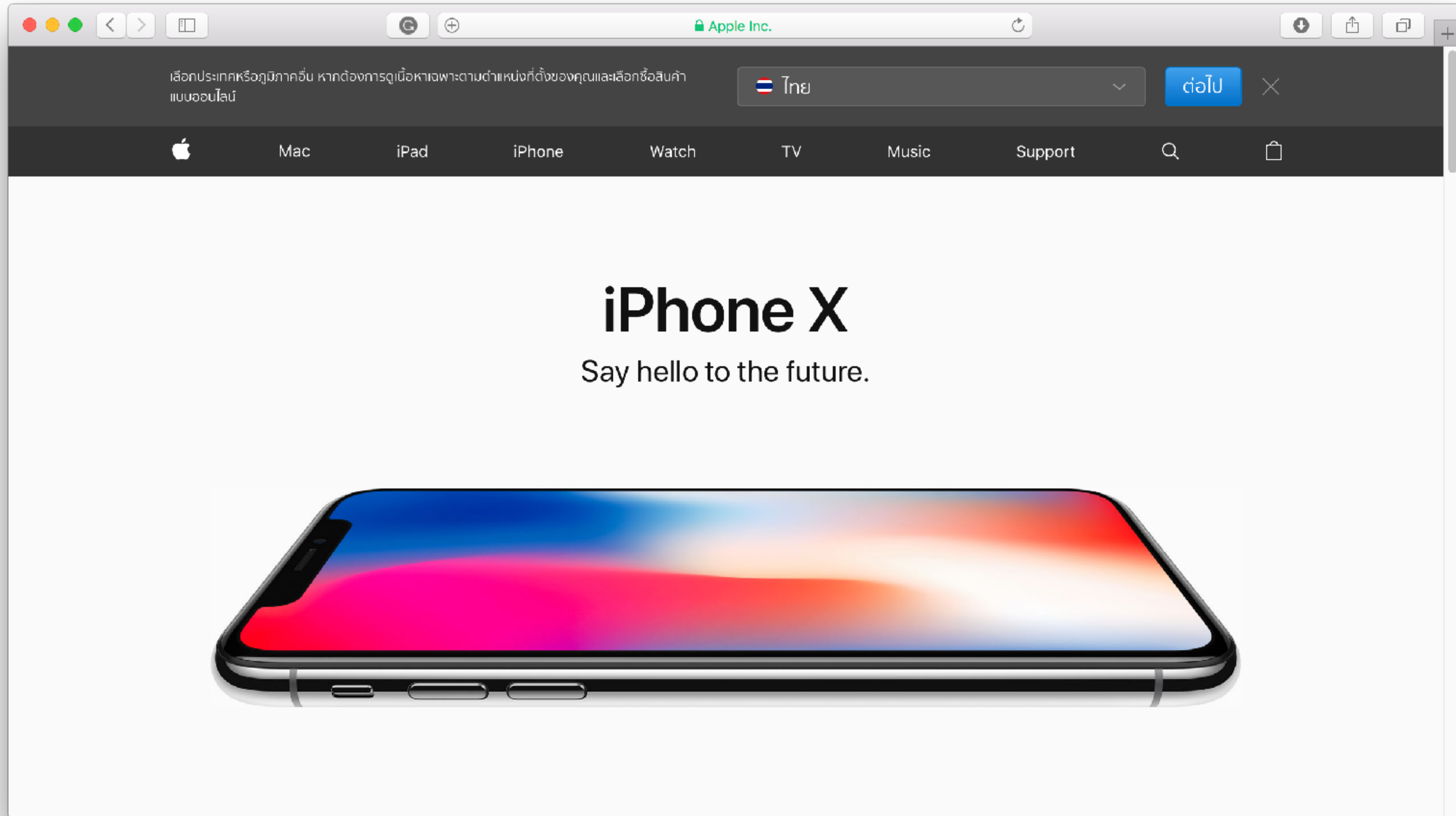
can do for your company.

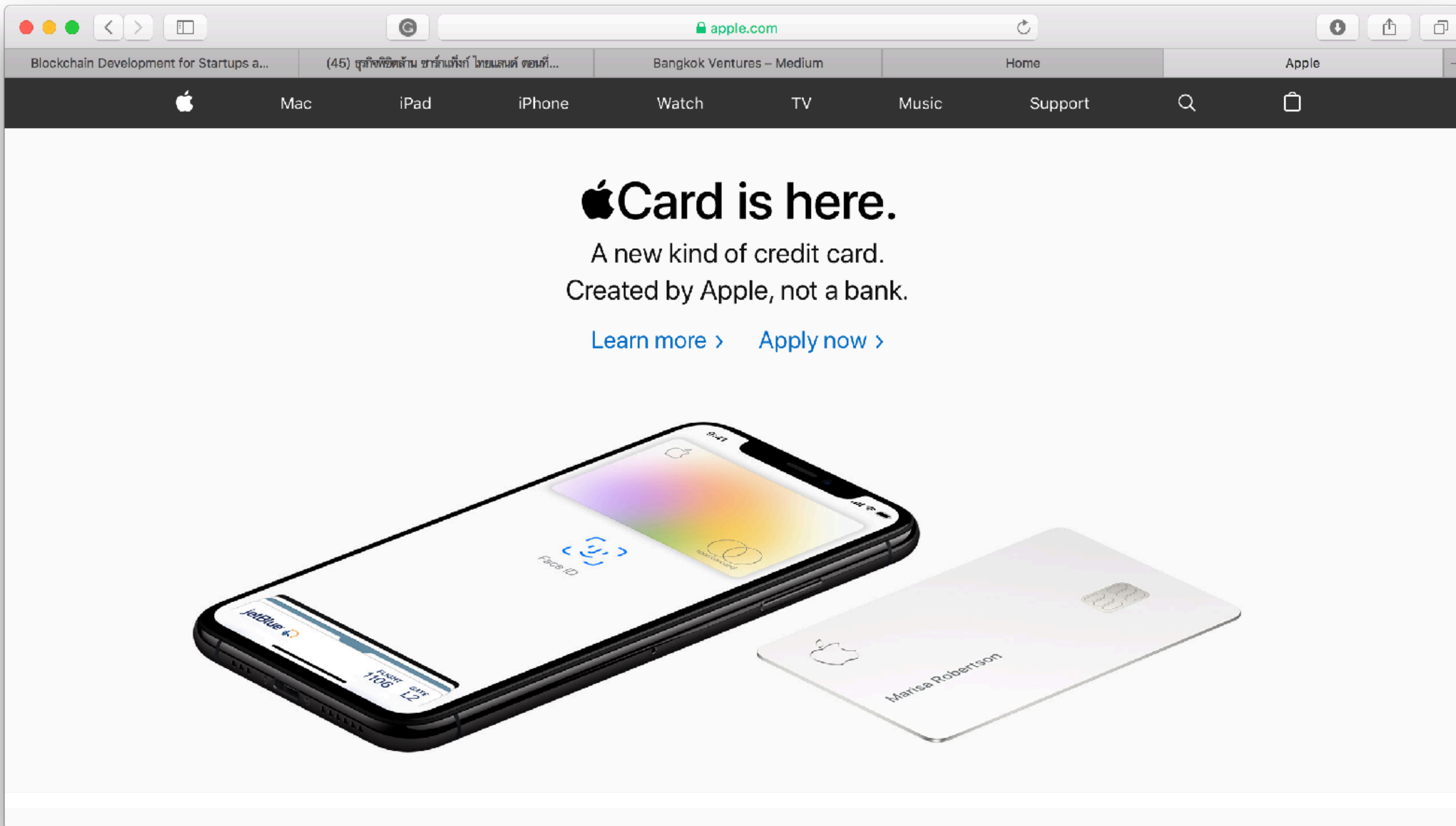
LEARN MORE











I promise to never
design a presentation
that sucks ever again.



.....

(you sign here)

10. Share it

SlideShare is a great place to post presentations online in order to increase visibility. Whether it's a blog article, an opinion piece or short tutorial, posting it on SlideShare will increase its lifespan.



An outstanding 1 hour presentation can
take 30 hours or more of prep time.

**Please share this
presentation.**

Together let's get
rid the world of
presentation that
sucks.

Home work 002

Finish your homework & team discussion

Perfecting your own pitch deck

Draft your pitchdeck & business flow

Preparing for the final round

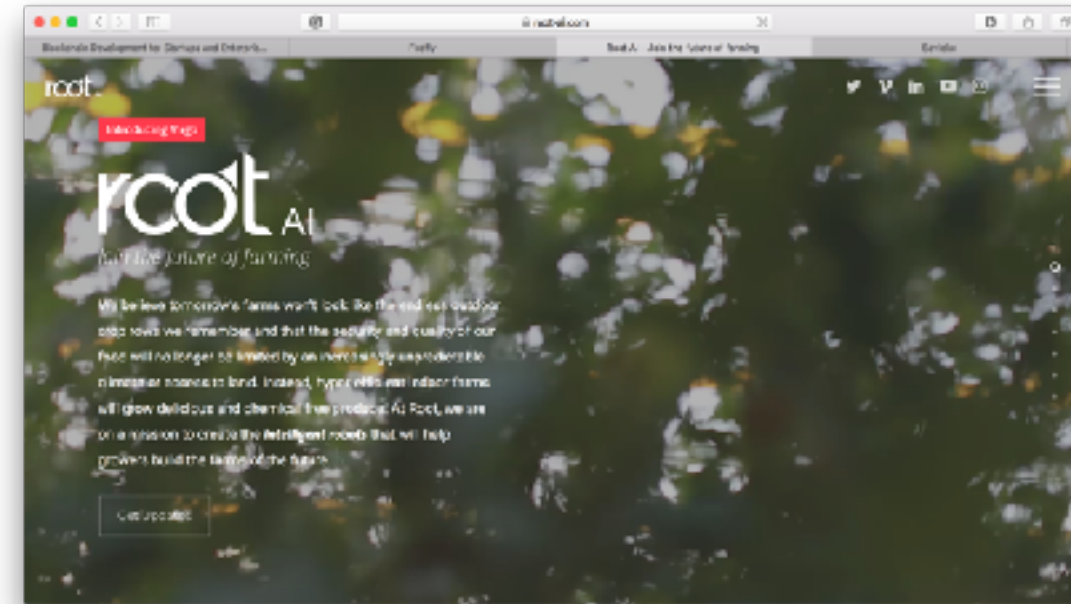
1 : Your homework

Group 1



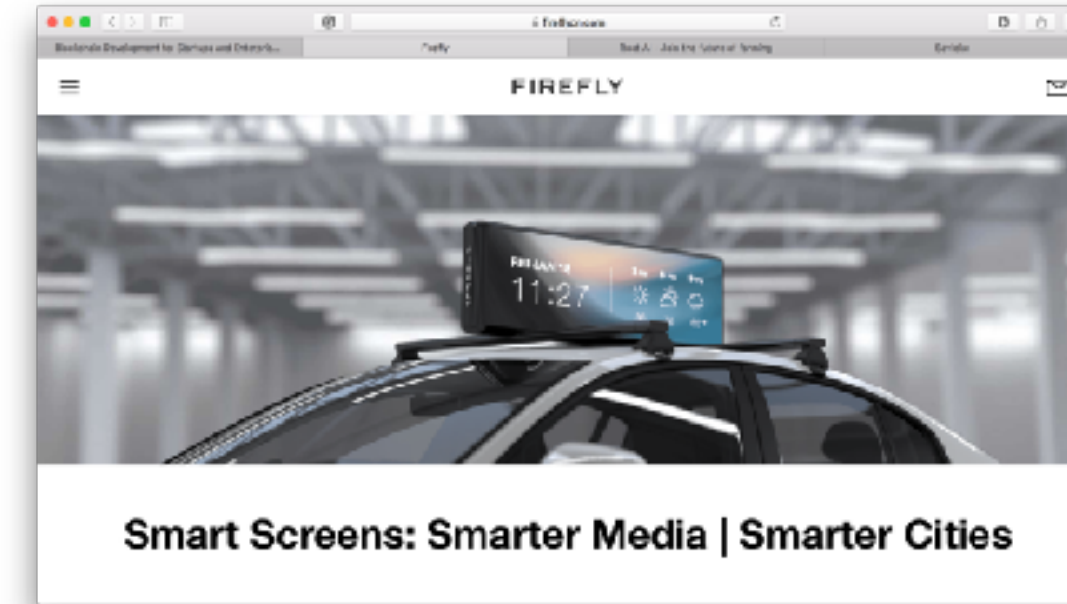
<https://www.saviok.com>

Group 2



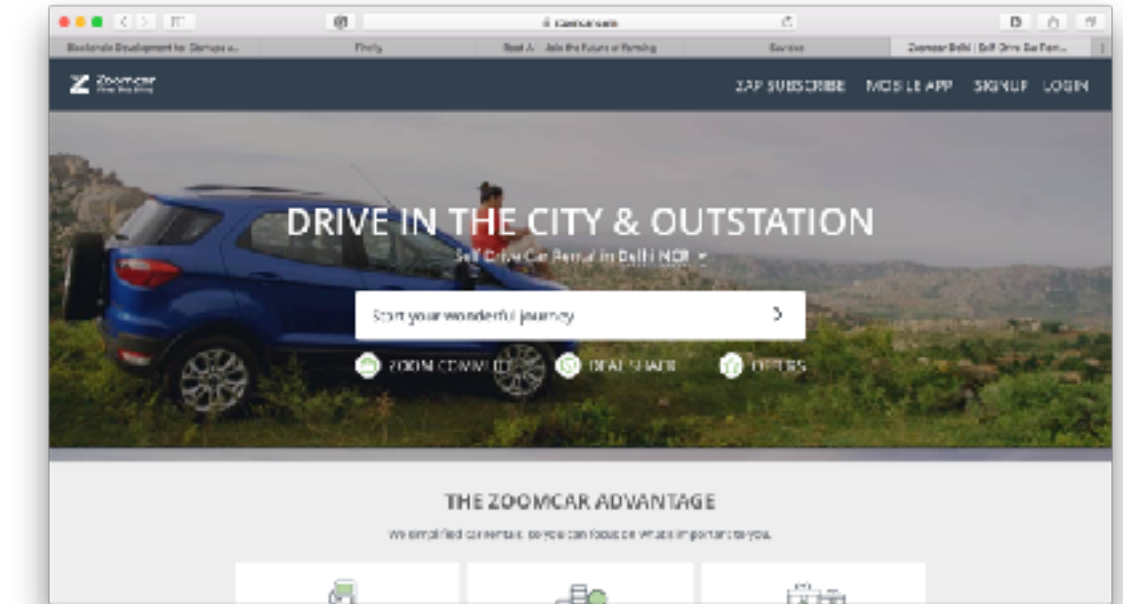
<https://root-ai.com>

Group 3



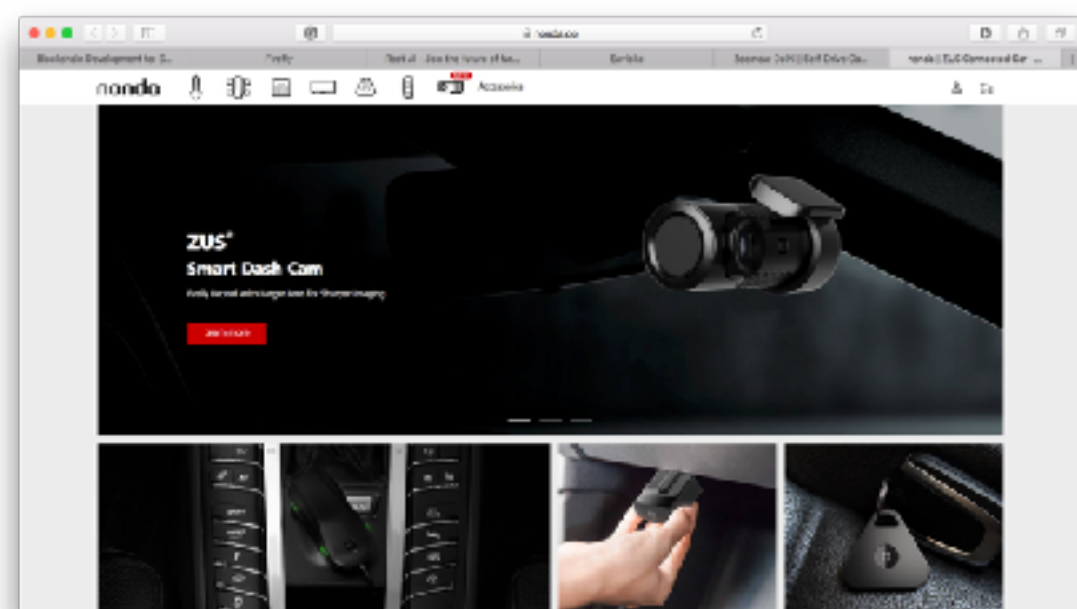
<https://fireflyon.com>
<https://www.hygh.tech>

Group 4



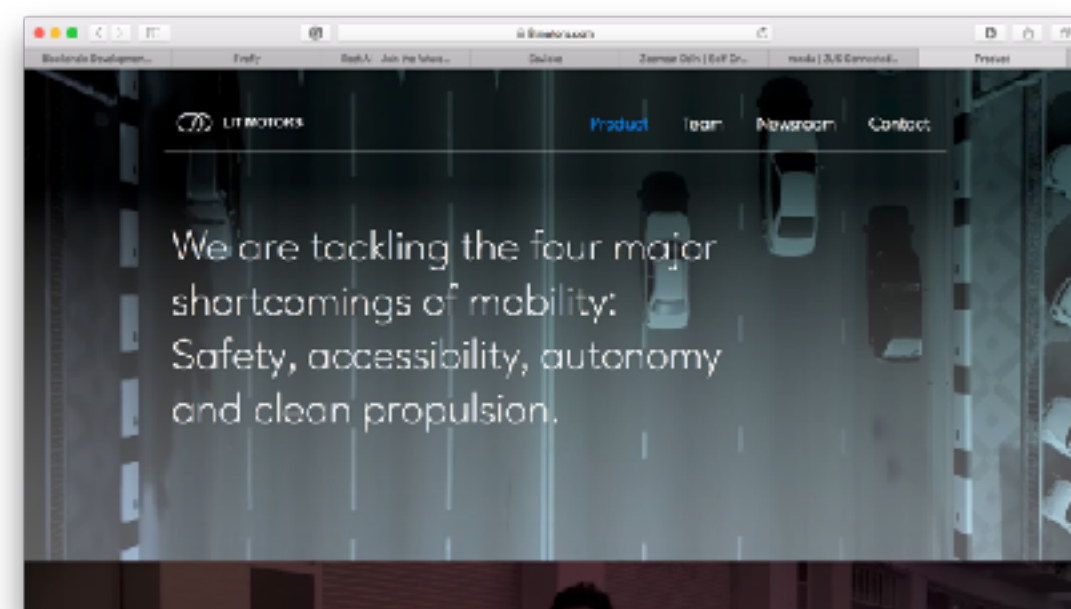
<https://www.zoomcar.com>

Group 5



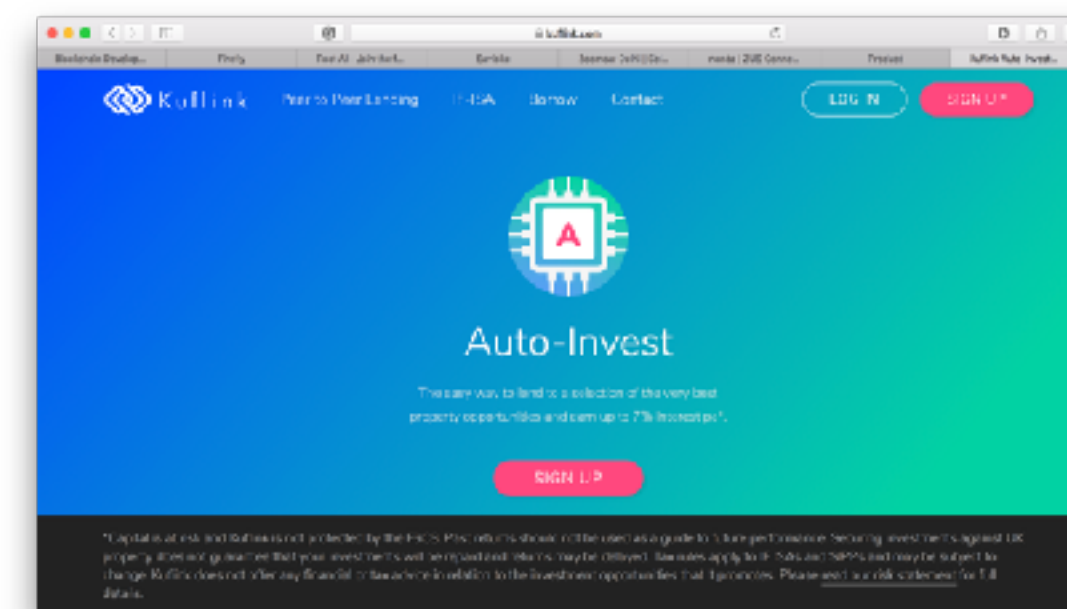
<https://www.nonda.co>

Group 6



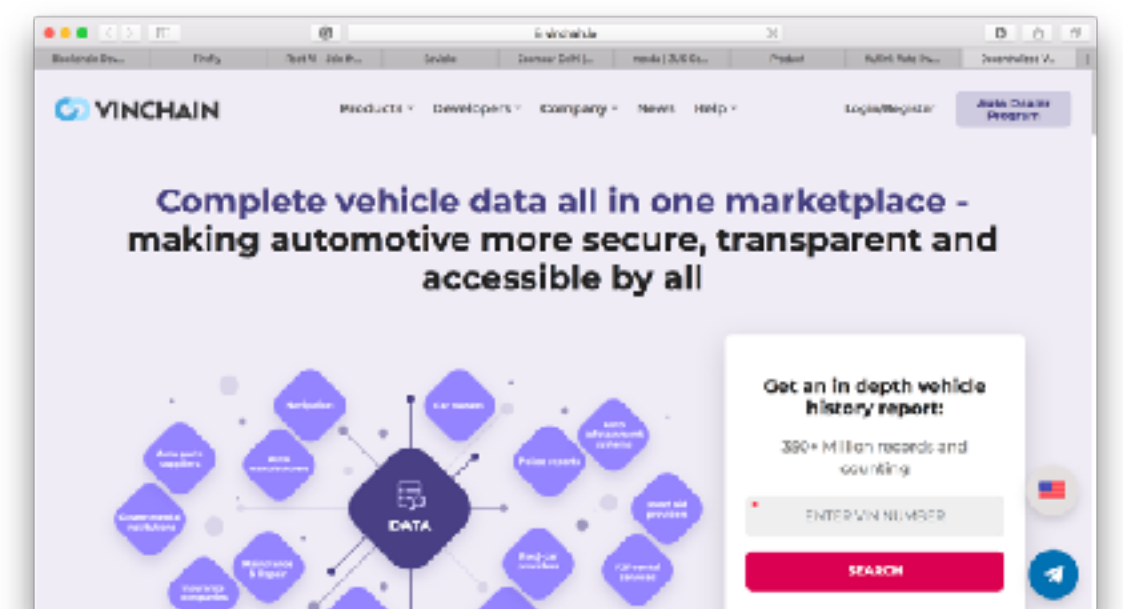
<https://www.litmotors.com>

Group 7



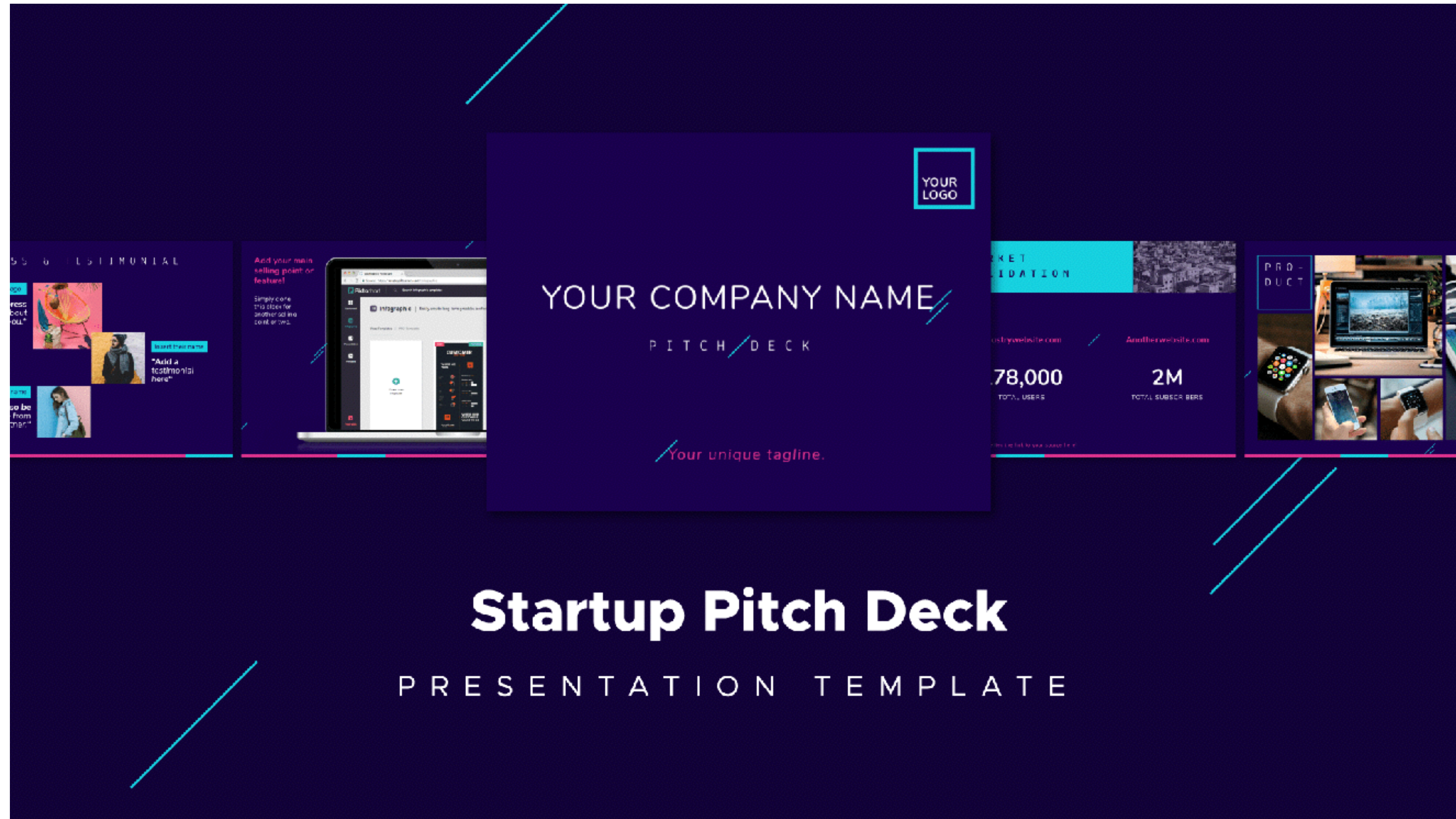
<https://www.kuflink.com>

Group 8



<https://www.vinchain.io>

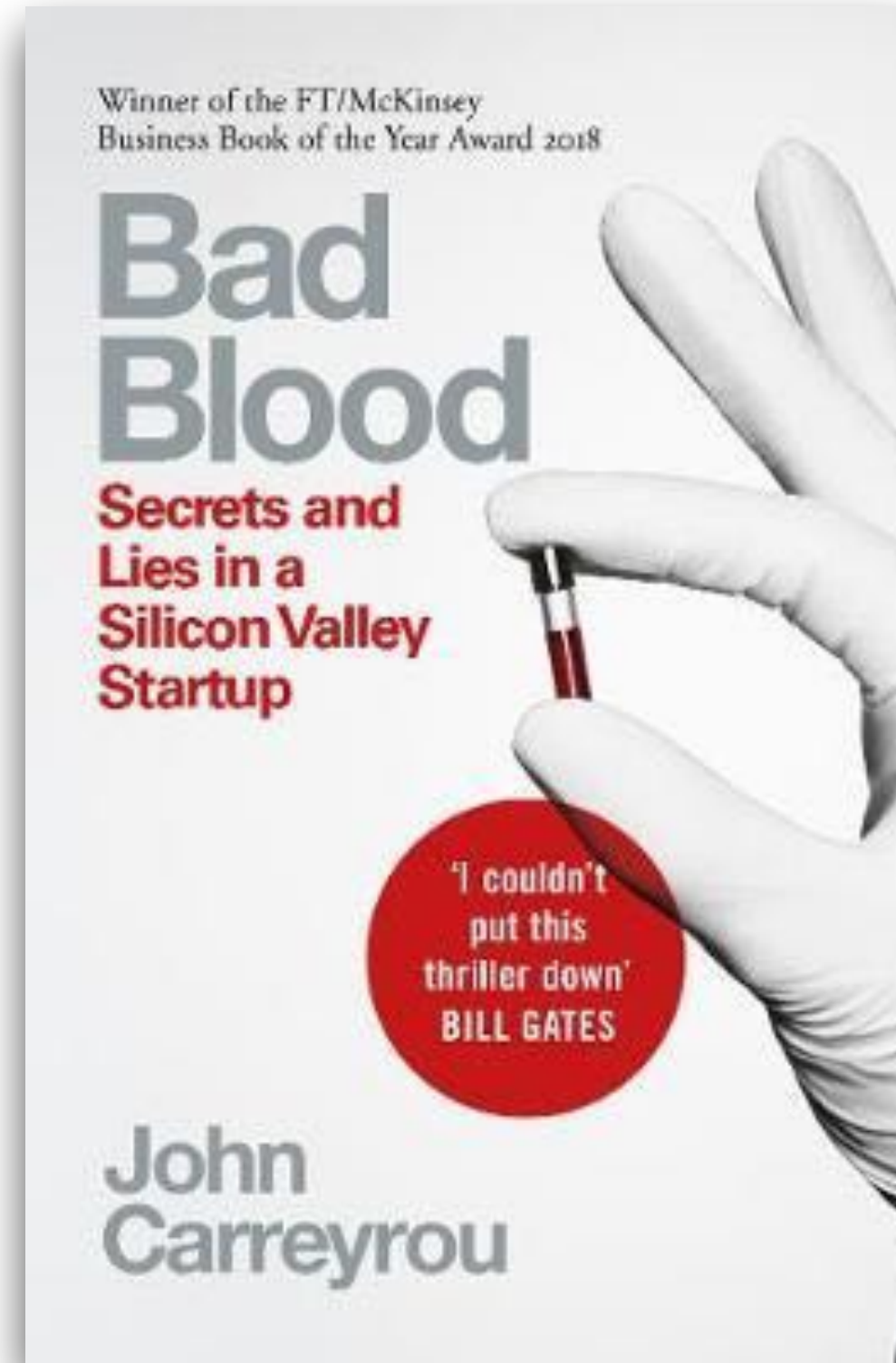
2 : Build your beautiful pitch deck



Let's build your own pitch deck



Recommended book



theranos

the lab test, reinvented.



theranos





SIZE

1.29cm

A tiny drop is all we need.



Q&A



“If you have general questions about what we do and how can we support you, shoot us a line and we’ll respond as soon as we can”

Contact us

Website

www.bangkok.ventures

Email

hello@bangkok.ventures

Phone

+66 (0) 2-017-2862

Address

Level 30, Bhiraj Tower at EmQuartier
689 Sukhumvit Road (Soi 35)
Klongtan Nuea, Vadhana
Bangkok, 10110, Thailand