



# TSTARS

*10 October 2019 - from 7pm to 10pm  
Homa Hotel, Tehran, Iran*

STARTUP PRESENTATION STRUCTURE AND FORMAT



## | INTRODUCTION

The international event on Introducing Investment Opportunities in Health Tourism Startup (Tstars) will be held alongside with the 4th International Health Congress of Islamic Countries, for the first time in Tehran, Iran. The event is organized by Health Tourism Development Center of Islamic Countries (HTDC) to recognize startups and innovators in the field of tourism and health tourism industry and introduce them to interested investors and business networks in an international level. During the event, selected startups will have a chance to present their ideas and innovative solutions through the dedicated pitch session, which is 5 minutes for each team.

This file is a guideline for the startups who are applying to participate at Tstars. It is recommended to follow this structure to deliver a better overview on the business model and innovative solution to the organizer and juries.

The logo for TSTARS, featuring the word "TSTARS" in a bold, sans-serif font. The letter "T" is light green, while the letters "S", "T", "A", "R", and "S" are dark blue. The letter "A" has a small white triangle above it.

**TSTARS**

## | HOW TO APPLY?

- All interested applicants should apply in Tstars competition by sending a request to [tstars@icehconf.com](mailto:tstars@icehconf.com) . They should insert the name of the team/startup at the email subject and attach the pitch presentation (following the structures we mentioned in this file), plus other files and necessary information to illustrate the service/product and introduce the executive team.
- Tstars organizers may also ask further information from the applicants before the event date.

## | HOW TO PREPARE THE PRESENTATION FILE?

- The presentation file should be in English. Iranian applicants also have to send additional presentation in Farsi as well.
- The file name should be saved with the team/startup title.
- The total number of slides should not exceed 15 slides.
- It is recommended to use this file template and follow the slide structure.
- Avoid crowded slides and using too much texts. It is recommended to use related images, tables, and diagrams to make slides more clear and understandable.
- Note that selected startups only have 5 minutes to present at the pitch session, so the presentation file should deliver the important points and highlights.

# TSTARS

| PRESENTATION SLIDES STRUCTURE & TEMPLATE

*Insert  
Startup/Team  
Logo here  
(if it is available)*

**Startup Name**

Brief Tag Line About Benefits

**TSTARS**

## | PITCH OUTLINE

- Introduction
- Market opportunity
- The problem
- Product/Service/Solution
- Revenue Model
- Marketing & Growth Strategy
- Team
- Financials
- Competition
- Investment

## | INTRODUCTION

- *Try to give a quick one-liner summary that combines your vision/product and the mission of your startup/company*
- *Keep it short and memorable. Try: making it relatable... as in “We are X for Y”*



## | MARKET OPPORTUNITY

- *Define Your Market: What business/space you are in*
- *Total Market Size: Dollar Size, Your Place/Niche*
- *Customers: Clearly define exactly who you serve*
- *Macro Trends & Insights*

## | THE PROBLEM

- *Define the real problem/need you're solving, and for who.*
- *Current solution(s): Who else is already doing this, and how are they going about it and what are they not getting right or doing wrong?*

## | THE PRODUCT/SERVICE/SOLUTION

- *Tell the story of your solution and how customers use/value your product or service*
- *Images and visuals are better than lots of text*

## | REVENUE MODEL

- *Who is your primary customer & how do you make money*
- *What is the pricing / model*
- *Revenue and number of customers*
- *Life-time value of an average Customer (How many months, how many dollars?)*

## | **MARKETING & GROWTH STRATEGY**

- *Where are your customers looking today and finding help?*
- *Where will you get in front of them?*
- *How will you achieve your target growth rates?*
- *What are the most important and unique channels and methods you will use to find and win customers?*
- *How are you doing it differently than others in the space?*

## | TEAM

- *Highlight key team members and their prior positions, successes, domain expertise*
- *Demonstrate relevant experience*
- *Which roles are the keys to success in your company/team?*

## | FINANCIALS

- *Include 3 years of financial projections*
- *Mention key & critical assumptions in your model of expenses, customer conversion, market penetration %*
- *Highlight each of these Yearly for at least 3 years:*
  - *Total Customers*
  - *Total Revenue*
  - *Total Expense*

## | COMPETITION

- *Where do you exist in the larger overall Market Space?*
- *What are your Advantages?*
- *How is your place in the market unique to you, and the right one for your company growth and customers?*
- *Who are the competitors, why have they succeeded, and how do you truly differentiate from them?*



## | INVESTMENT

- *State how much Capital you are raising, and with what general Terms: Equity, Debt, Convertible Note*
- *What is the timing of your Capital raise?*
- *Who are your existing & notable investors, if any?*
- *What are your key Use of Proceeds (as % of total raise)*
  - *Founder salaries*
  - *Sales & Marketing*
  - *New hires*
  - *Technology / Product or Service development*
  - *Capital expenses / equipment*

*Insert  
Startup/Team  
Logo here  
(if it is available)*

**Startup Name**

**THANK YOU**  
**FOR YOUR ATTENTION**

CONTACT INFORMATION

Name *(contact person)*:

Email:

Website *(if any)*:

Tel:

Mobile:

Address:

**TSTARS**