



## IQ-CHEM PRESENTATION GUIDELINE

- LLC SIBUR

**SIBUR**

This guideline has been developed by SIBUR experts on the basis of experience of holding IQ-Chem project competitions, in consideration of opinions of venture market professionals, specialists dealing with corporate funds of major companies and independent experts.

Following this guideline, you will avoid typical mistakes and increase your chances to win and raise investments.

We will be pleased to give a feedback on any industrial chemistry projects and consider them as potential areas for SIBUR investments.

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## General recommendations regarding the form and content of slides

1. Use the same classic font of the same size (at least 14 points) for all slides.
2. Use the same set of colours (e.g., white and green).
3. Diagrams, charts and photographs are perceived easier than text.
4. Investors and judges do not like figures. The words “very big market” are meaningless. “The market for X in country Y amounts N mln USD” sounds better.  
Try to express all information on the slides in figures.
5. The presentation should describe the project without your help. An investor spends up to 5 minutes on average to read through the presentation.
6. The slide title should express the main idea of what the slide is about.
7. The size of the presentation should not exceed 5 Mb. The presentation should be in a .ppt or, preferably, .pdf format.
8. Use of animation is not recommended.
9. Try to avoid professional terms or, if you cannot avoid using them, provide explanations.
10. Try to perform a “granny’s test”: show the presentation to a person who is not familiar with the matter and ask them whether they understand what you present. A good presentation must be understood by everyone.

# Structure of the presentation

1. Title slide.
2. Problem.
3. Your solution: key technology.
4. Description of the market of solutions for the problem.
5. Product proposed as a solution.
6. Technological scheme.
7. Proposed product vs. competitors.
8. Business model.
9. Marketing and sales.
10. Current progress and plans.
11. Team.
12. Finance.
13. Contacts.

# 1. Title slide

The slide must contain:

1. Project name.
2. Description of the project in one sentence.
3. Full name and title of the representative (presenter).
4. Logos of the competitions won (if any has been won)

## 2. What problem does your project solve? (one sentence)

1. What client's problem do you solve? Do you create a new opportunity for the client?
2. If you solve several problems, choose the most significant one.
3. Try to express the problem/opportunity in monetary terms.  
For example: SIBUR spends X mln USD a year on off-gas treatment.
4. Provide facts evidencing the existence of the problem.  
These might include analytical reports, opinions of industry experts or customers.
5. Explain in brief why the current solutions do not satisfy the customers.

### 3. Your solution: key technology (content of the solution in one sentence)

1. What technology enables the project to solve the problem? You do not need to explain how it works in detail!
2. Prove that the solution works.
3. Why is the technology unique (if applicable)?
4. What are the main three benefits of the solution distinguishing you from competitors.
5. What is the situation with IP? What precludes competitors from copying the technology immediately?
6. If your technology has several spheres of application, describe them in brief.

## 4. Description of the market of solutions for the given problem (market size and growth rate)

1. Who is going to buy your product and why?
2. What does your potential customer buy for solving their problem now and where does they buy it?
3. What is the approximate volume of the market to which you refer? Here it is important to specify the volume in monetary terms and production volume/number of licences that can be sold.
4. What is the market growth rate? Why will the market grow?
5. What is the difficulty in entering the market? Are any licences or certifications needed?
6. How is the market currently divided (among numerous small companies or few major players)?
7. General information is available in reports of analytical agencies, core publications, annual reports of large companies or newspaper articles.
8. For describing the market, the [TAM, SAM, SOM](#) techniques may be used.

## 5. What product do you propose as a solution?

1. What do you offer to the customer?
2. What benefit does the customer get from the product (economic effect)?
3. Specify the main parameters of the product relevant for the client.
4. Can your product be reproduced (copied) easily?

## 6. Technological process

This slide is not typical in the usual sense of an investment presentation but illustrates your understanding of the relations between various production processes of the customer and how the proposed product influences them

1. How does your product incorporate in the customer's production chain? Should production be upgraded? Will the technological scheme change? Show "before" and "after".
2. The slide should contain a simplified operational scheme of customer's manufacturing process or part of the production process before and after introduction of your product. If your project creates a finished or semi-finished product, provide the product realisation chain.
3. If introduction affects the related processes at the customer's production plant, that must be indicated. For example, manufacture of a new product will necessarily result in a wastewater increase, which will raise the total project implementation cost.
4. If your solution replaces the process only partially, it is important to indicate how the end product is going to change. For example, a change in the catalyst may change the composition of by-products and purity of the end product.

## 7. Proposed product vs. competitors

1. Provide information regarding competitors and your advantages and disadvantages over them. “Competitors” means not only manufacturers of the same product but all ways of resolving the indicated problem
2. Use tables and diagrams to compare yourself with competitors.
3. Do not compare companies but the products they offer.
4. Compare the parameters relevant for the client. Do not indicate properties that are identical in all products.

## 8. Business model

1. How are you going to earn money (sponsored research, sales of the final product, licensing)?
2. Who are the buyers? If it is a B2C product, describe the target users; for a B2B product, name at least the major users.
3. What are you going to sell (chemical substance, material, equipment, licence, consultation, etc.)?
4. In what form (lease, one-off payment, percentage of income)?
5. What are the main costs of creating the product?
  1. – What do you do yourself and what do you delegate to partners? What key partnerships will be needed?
  2. – What are the input and output? (e.g., we take sand, cement and crushed stone and make concrete)
6. When is the payment made (at once, post-payment in 60-90 days)?

## 9. Marketing and sales

1. If any sales have been made, tell about them!
2. What is your sequence of actions in entering the market and why?
3. How are you going to search for clients?
4. What sales channels are you going to use (exhibitions, personal meetings or dealers)?
5. How are you going to retain clients?
6. First sales plan (forecast for three years).
7. Sales cycle: how much time passes between the first contact and first sales? second sales?

## 10. Current progress and plans

1. Key achievements of the project:
  1. – Successful competitions.
  2. – Investment raising.
  3. – Sales, successful negotiations, letters of interest.
2. What are the developments in technology realisation?
  1. – Any installations created (what is the capacity)?
  2. – Any tests, certifications completed?
  3. – Protection of intellectual property.
3. What are the plans and timelines for the next three years?
4. Remember! It is better to eat an elephant in parts. You should not proceed to constructing a plant after a laboratory unit. Normally, a project goes through the following stages:
  1. – Laboratory unit (testing the theory).
  2. – Pilot plant (scalability check).
  3. – Demonstration plant (operational testing).
  4. – Production plant.

# 11. Team

1. **Key members of the team**
  1. – What team members develop the project?
  2. – Who is responsible for promoting the product?
  3. – Who manages the team and conducts negotiations?
  4. – If any team member is missing, indicate that you are planning to find that member and specify the deadline.
  5. – If you have any experience of working with the given team members, please make a relevant note
  6. – Please specify whether anyone is performing the functions of an advisor or mentor
2. You do not need to specify all team members. Please specify only the key members mentioned above.
3. Specify the experience of the team members substantiating their competencies within the given function. For example, Ivan Ivanov – developer, Doctor of Sciences, academic, autor of three patents, seventy publications, holder of the Engineer of the Year award.

## 12. Finance and investment

1. How much money do you need to attain the next key stage of your project? Just a stage and not the whole project!
2. Describe allocation of costs associated with the project.
3. If you have a financial model, insert projected cash flows.

## 13. Contacts

1. Specify the full name and title of the contact person
2. Make sure the specified telephone and e-mail are up-to-date.
3. Make sure your e-mail address does not make a bad impression. What would you think of a person with the e-mail [hardkiller666@mail.ru](mailto:hardkiller666@mail.ru)?