

# Sasha Tråp

*Product Lead at Reaktor & a freelance corporate partnership coach*

- 2016 MA in New Media, from Aalto University
- 15+ years in all sorts of digital design (web, UI/UX, service, business)
- 5+ years I help startups and enterprises to partner
- 8M€ Is, probably, the biggest piloting deal I've helped open (it took 2 years)
- + For more Google my name and read LinkedIn





# pitching innovation

case sample compiled by Sasha Tráp, January 2023

DISCLAIMER 1

The following sample pitch suggests a corporate partnership.

If you want to build a US-American-style business rooted in large-scale investments — your presentation might have different accent points. The elements of it will remain the same.



## DISCLAIMER 2

The case I present is not a real business.  
The numbers in this sample are highly approximate  
and might not be consistent across the deck

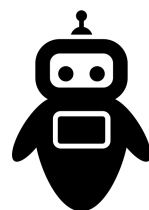


**QUANT**

# Personal AI-coach for fighting diabetes

Joint go-to market pitch for WearableCorp.





**QUANT**

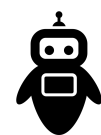
INTRODUCTION

**Hello, Quant!**

TODAY

About 1 in 10 US Americans has diabetes. 96 million American adults—more than 1 in 3 have prediabetes.

Source: [CDC](#)

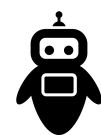


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TODAY

Quant™ offers a business partnership that battles early diabetes and prediabetes with the power of **AI-tailored coaching.**



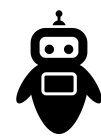
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## CUSTOMER NEED

Traditional approach leaves a person alone with their disease and the stigma attached to it. **Quant™** offers daily support in adjusting activity and diet.



**QUANT**



A woman with curly hair is shown in a gym setting, leaning forward and holding a battle rope. The background is slightly blurred, showing gym equipment like a punching bag and blue chairs. The text is overlaid on the center of the image.

VALUE PROPOSITION

Quant™ is allowing you to receive personalized assistance at the tip of your fingers at a fraction of the cost.

# Alternative approaches can't keep up with Quant™

	OPPORTUNITY QUANT™ AI COACHING	ALTERNATIVE 1 FIXED PROGRAMS	ALTERNATIVE 2 PRIVATE TRAINER	ALTERNATIVE 3 GP RECOMMENDATIONS
PERSONALISED	+	-	+	+
ACCURATE TO SITUATION	+	-	+	delayed
COST	+	+	-	neutral



**QUANT**


## HOW DOES IT WORK

Quant™ combines your personal profile, medical records and data from wearables to tailor an activity and diet roadmap for you in real time.



HOW DOES OUR FINANCIAL MODEL WORK

Quant™ has 7k paying subscribers in North America. We are looking for partners **to scale our market reach**

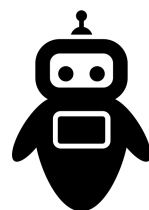
 \$5/month ×  7 000 = \$420k/year turnover

*15% yearly growth*

- \$200k/year Ops
- \$100k/year Marketing
- \$100k/year Development



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**QUANT**

PARTNERSHIP

# Collaboration Proposal

## THE OPPORTUNITY

By providing Quant™ subscription as a compliment to their customers, WearableCorp can improve their customer retention and introduce their device in a diabetic and prediabetic segments.



**QUANT**



# Long term Collaboration Timeline

2023  
VALIDATION OF INTEREST  
**SURVEYS & INTERVIEWS**

2023-24  
BUSINESS PILOT  
**LIMITED RELEASE**

2024-25  
GO-TO-MARKET  
**US RELEASE**

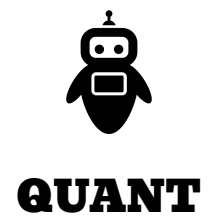
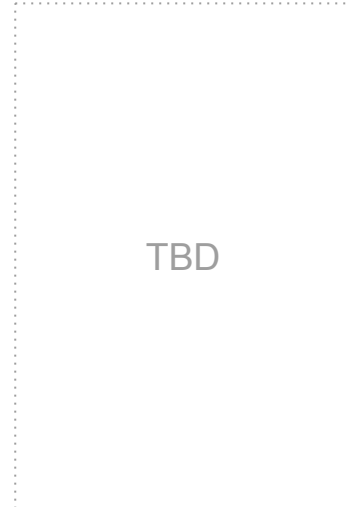
2027 – onward  
SCALE UP  
**GLOBAL RELEASE**

20+ interviews & 2K surveys

500 users for 6 months

+10 000 users in the first year

Country by country release





# Long term Collaboration Timeline

*\*Split 50/50 with Quant™. We propose a 50/50 partnership on development of this opportunity with a geographic time-bound exclusivity and a revenue-share.*

2023  
VALIDATION OF INTEREST  
**SURVEYS & INTERVIEWS**

2023-24  
BUSINESS PILOT  
**LIMITED RELEASE**

2024-25  
GO-TO-MARKET  
**US RELEASE**

2027 – onward  
SCALE UP  
**GLOBAL RELEASE**

COST ESTIMATE

Research  
**-\$20K\***

Licenses + Marketing  
**-\$35K\***

Marketing & Product Development  
**\$15-35K\***

User-base Growths & Retention numbers will be seen through the first 2 years of the US release

PROFIT

Revenue per year  
**\$600K\***

20+ interviews & 2K surveys

500 users for 6 months

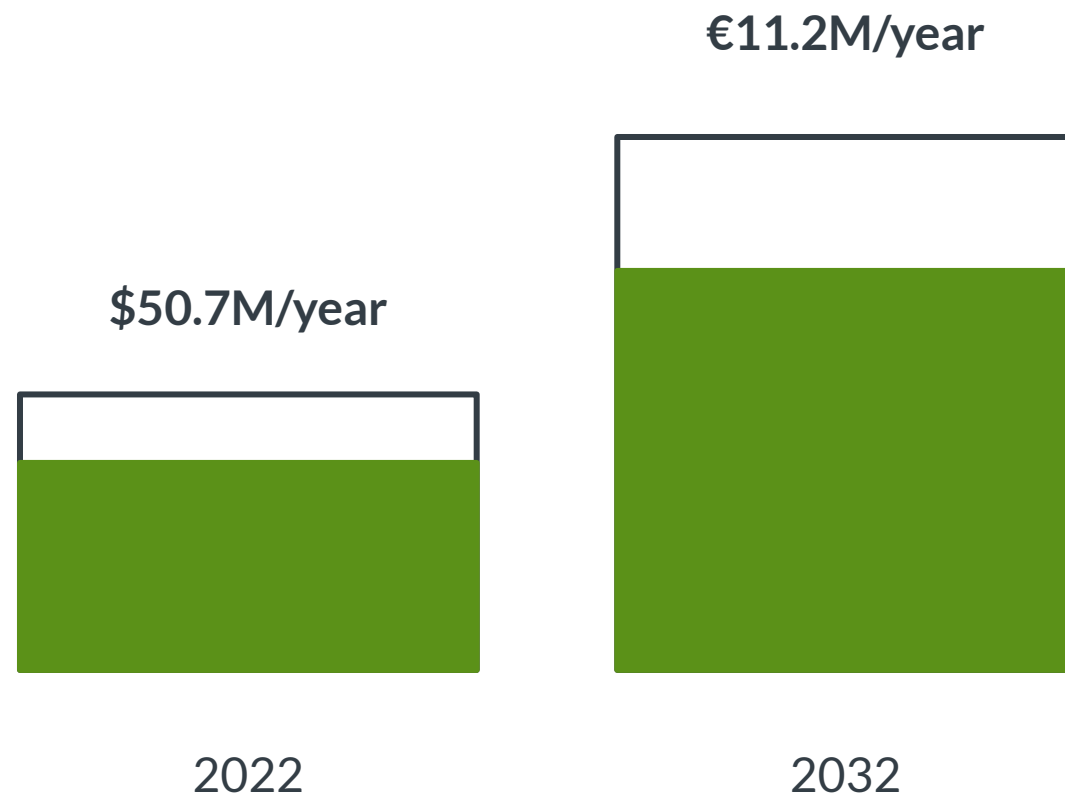
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Country by country release



**QUANT**

# Long term opportunities



□ TOTAL DIABETES-THERAPY MARKET IN THE US  
■ PREDIABETIC SHARE OF THE MARKET

Figure. Market Potential for diabetes therapy in the US has quadrupled in the past 20 years and is forecasted to double in the next 10.

Source: [SmartPaper](#)

TOTAL BIOETHANOL MARKET  
\$50.7M at 96M people

TOTAL ADDRESSABLE MARKET  
\$10M  
OF DIAGNOSED POPULATION

SERVICEABLE AVAILABLE MARKET  
\$6.3M  
OF POPULATION WITH ACCESS TO TECH  
AND MEANS

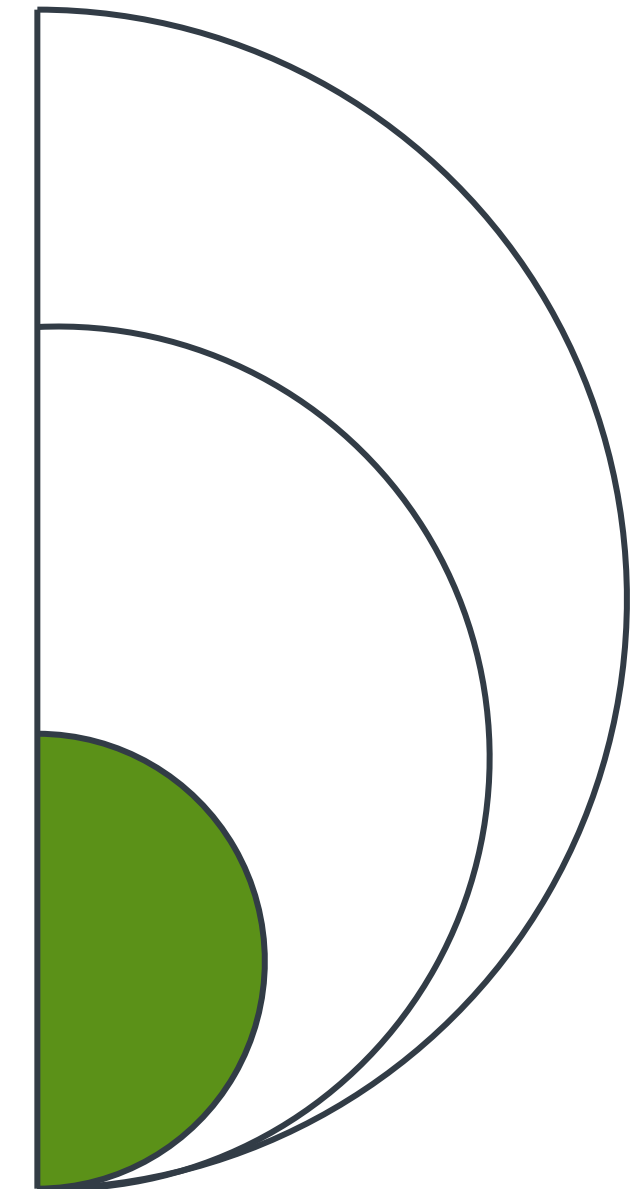
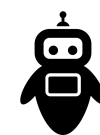
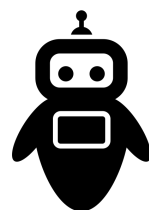


Figure. Potential Servisable Market in relation to the total market



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VALIDATION OF INTEREST

# Surveys & Interviews

# Before we go to market together, let's validate the problem-solution fit

I

HOW MANY PEOPLE  
NEED A SOLUTION

II

HOW MANY PEOPLE  
NEED A SOLUTION LIKE  
OURS

III

HOW MANY PEOPLE ARE  
READY TO PAY FOR OUR  
SOLUTION

IV

HOW MANY PEOPLE  
WOULD LOVE TO BECOME  
PARTNERS IN GTM

HOW

Survey WearableCorp users and people who were recently diagnosed

HOW

Interview doctors, trainers & influencers

WHY

An aim is to **confirm that 8 out of 10 people are interested** to find a solution for personalised support

WHY

An aim is to **confirm that 5 out of 10 people are interested** to try out Quant app

WHY

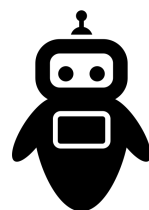
An aim is to **confirm that 5 out of 10 people confirm** that our subscription is well-priced

WHY

An aim is to **find 2-3 distribution partners** for the pilot



**QUANT**



**QUANT**

CONTACT

**info@quantisreal.com**

# Collaboration Pitch Checklist

## 1. Main Message

- Selected
- Followed
- Focused

## 2. Statement of Need

- Announced
- Attributed

## 3. Solution Statement

- Based in tech
- Repeatedly mentioned

## 4. Market Pull & Adoption Drivers

- Mentioned & Attributed
- Validated

## 5. Alternatives & Competition

- Compared to competitors
- Compared to alternatives

## 6. Operational Model

- Described
- Scoped

## 7. Business Model

- Described
- Value specified

## 8. Collaboration Plan

- Roadmap defined
- Finances scoped
  
- Objectives set
- Times suggested
  
- Pre-study suggested or reported
- Customers discussed

## 9. Investment Analysis

- Development costs defined
- Integration costs defined

## 10. Market Analysis

- Market estimates reported
- Market dynamics reported



# Where can you pitch your ideas?

	EASY	MEDIUM	HARD
	<b>STARTUP ACCELERATORS</b>	<b>INNOVATION CALLS &amp; CORPORATE PARTNERSHIPS</b>	<b>INVESTORS, FUNDS, VCs</b>
PREREQUISITES / REQUIREMENTS	Low entry barrier	Requires a stable product	Requires a solid proof or profitability
POSSIBLE FINANCIAL SUPPORT	Zero-to-no chance	Cost-coverage & Potential revenues	You lose ownership & control for a quick lump of money
POSSIBLE ADVISORY	Good for early ideas	—	Applicable if you want to grow quick and big
WHY DO IT	Study your corporate buyers	Grow your product while retaining the ownership of the company	Develop your product as a business and exit



GET IN TOUCH

[linkedin.com/in/sashatrap](https://www.linkedin.com/in/sashatrap)

