

From idea clarity to investor-ready

# Cambridge Venture Camp


10+ years

Riga <-> Cambridge

International mentor network

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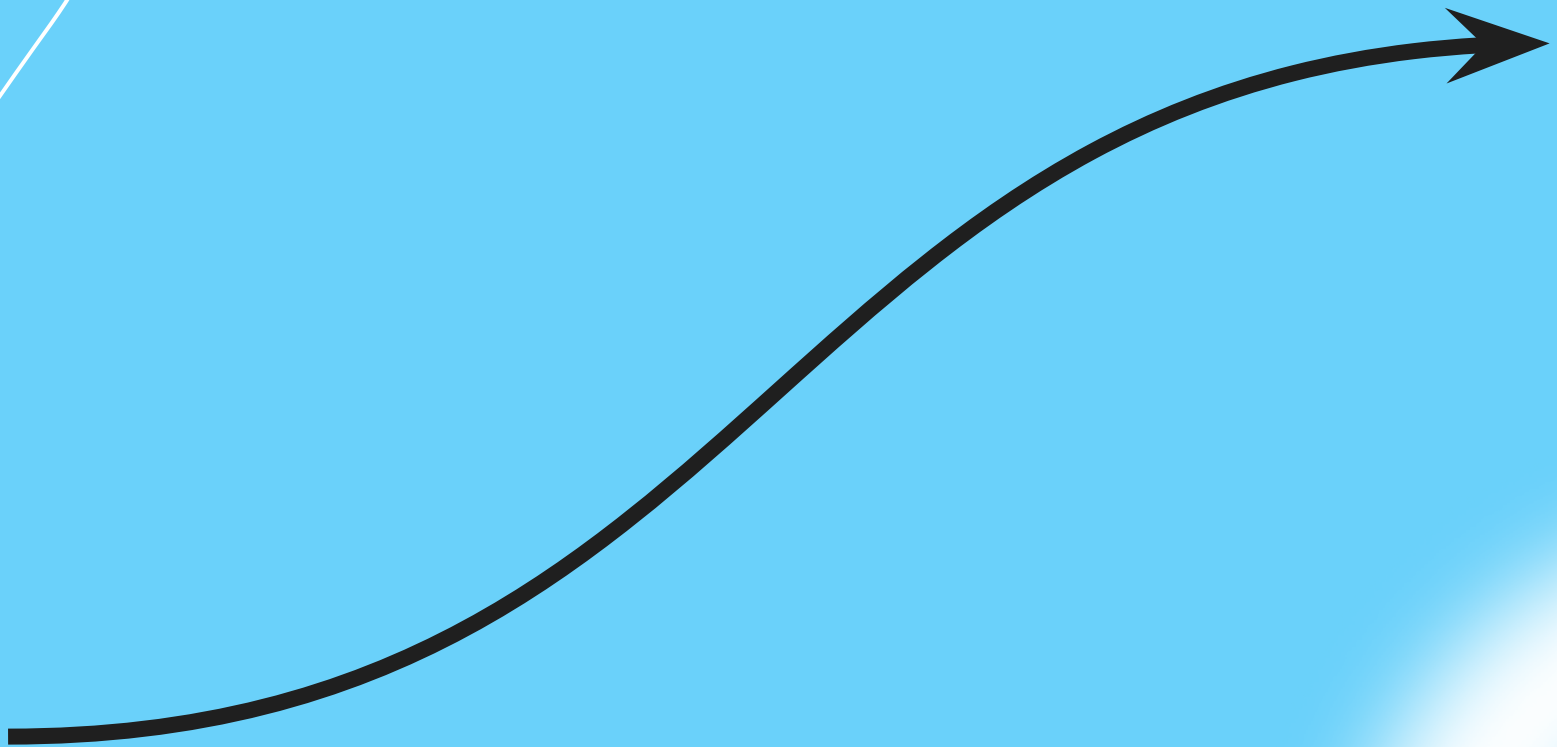
**Help founders to  
reach real investor  
conversations.**

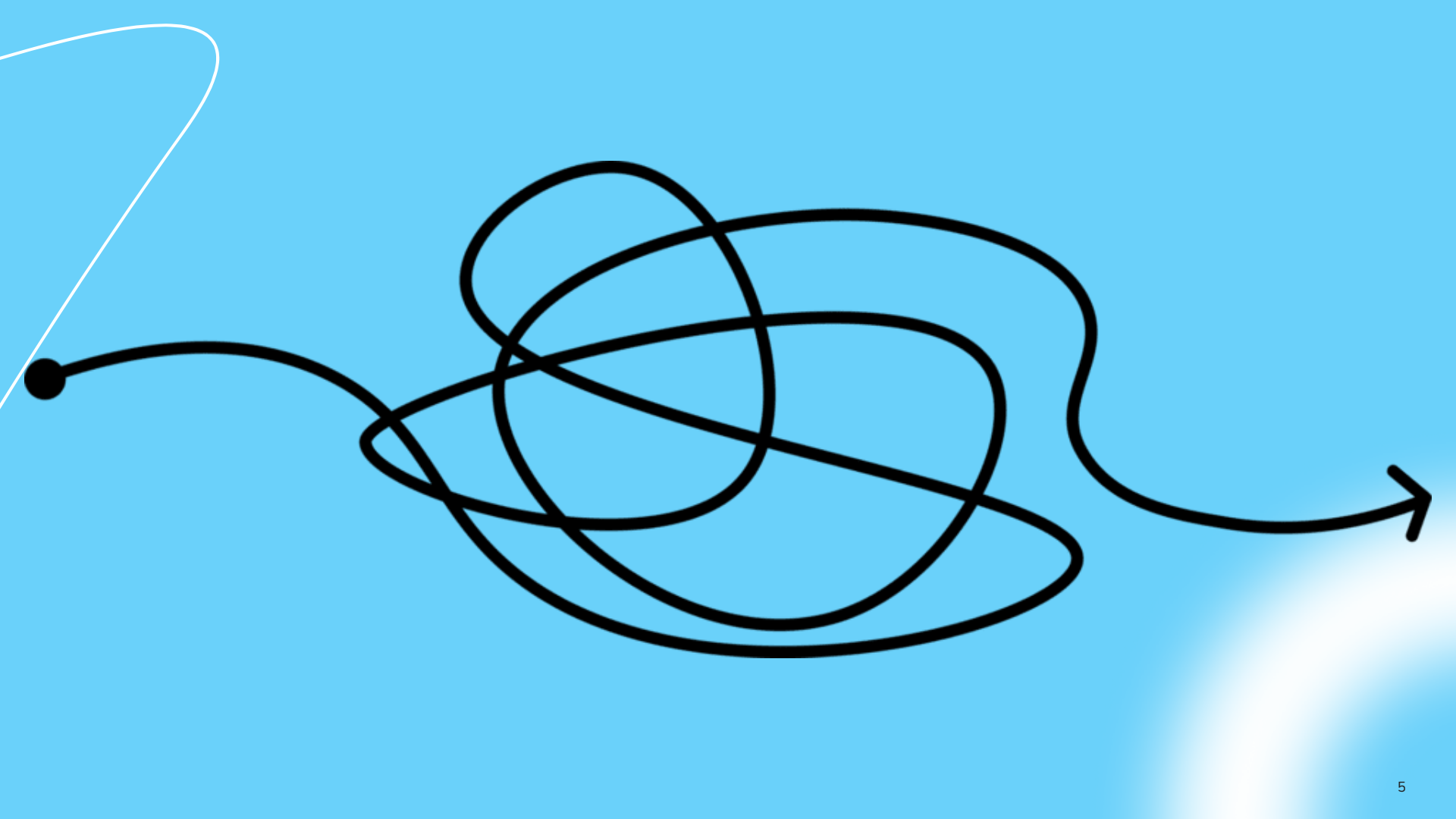


**Strong ideas,  
not yet clearly  
articulated**

**High  
motivation,  
early or limited  
validation**

**Potential  
recognized –  
but not yet  
ready**







**The Forge**

**The Gate: Bear's  
Cove**

**Venture Week**

**The Summit**



# Pitch Deck

***“A concise 10-20 slide presentation providing an overview of a business plan, product, or project, primarily used to secure funding from investors or win new clients”***

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# **Introduction / Vision**



# Problem

***Business idea formulation and  
validation (problem definition,  
story)***

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# **Solution**

***Customer value proposition  
(customer segmentation and user  
persons)***

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# Market opportunity

*Market research and market sizing*

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# **Go-to-market**

***Market entry strategies and firsts  
sales***

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# Competition

***Competitive environment and differentiation***

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# **Business model**

***Business models and revenue logic***



# Milestones

***Validation, market responsiveness  
(traction) and execution planning***




# Team

***Team building, partnerships  
and networking***

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# **The Ask**

***Funding and resource planning,  
capital requirement***

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***If you're not embarrassed  
by the first version of your  
product, you've launched  
too late"***

**Reid Hoffman**

THE NEW YORK TIMES BESTSELLER

# THE LEAN STARTUP

How Today's **Entrepreneurs** Use  
Continuous Innovation to Create  
Radically **Successful** Businesses

# ERIC RIES

**Thank you!**

