



Presentation Guide

LSV Build Presentation

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**This is guidance,
not instructions!**

Final Presentation

What to expect?

Each team gets assigned a 15-minute slot,
consisting of:

- 5-minute presentation
- 10-minute Q&A in front of panel



The Problem/Opportunity

What is going on?

- Briefly introduce your social venture idea and succinctly convey the problem it solves
- Questions to answer:
 - What is the problem you are trying to solve?
 - Who is experiencing the problem?
 - What is the size/scope of the problem? Or what is the value of the opportunity?
 - Who are your potential customers, users, beneficiaries?

Your Solution

What's your value proposition?

- Share your project's value proposition – you can use the *ad-lib template* on the right
- How does your solution solve the issue for your customers, users, beneficiaries?
- Has its impact been verified through research?
- Give a brief working example



Market Validation So Far

What do customers and key stakeholders say?

- How many market validation conversation have you undertaken so far?
- Who have you reached out to? Please list them
- Provide at least two examples of market validation
- Include direct quotes

This slide should be covered very quickly!



Next Steps

Where are you going?

- Tells us which assumption(s) you need to test next in order to validate your idea
- Describe your next steps for the 6-12 months after the Build programme – no more than 3 bullet points
- Prepare one key question for the panel, e.g., about specific gaps in your business model, key assumptions or planned activities

General Guidance

- Don't overcrowd your slides
- Images/graphics can help convey your ideas
- Practice your pitch to ensure you stay within the 5-minute time limit
- Practice your pitch on someone who doesn't know your social venture idea





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- [!\[\]\(6bb22390ce4435b369cf23610e068eb9_img.jpg\) London Social Ventures](https://www.linkedin.com/company/london-social-ventures)
- [!\[\]\(e956d33122da2846ef15b2c614cb889e_img.jpg\) @LondonSVs](https://twitter.com/LondonSVs)

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Funding Pot – Guidance for Applicants

Pilot Funding

- After the presentation session, you can apply for up to £1,000 to run a small-scale pilot that will help you learn, adapt, and move your idea forward
- The funding pot is designed to help you test an early version of your social venture idea
- Your proposal will be judged based on the design of the pilot and the social venture potential, and we will either fully fund, part-fund or not fund it based on this

What we're looking for

To apply, you'll need to submit a short proposal that outlines:

- **What you're testing** – What aspect of your idea are you aiming to validate or learn more about?
- **How you'll test it** – What's your plan? What methods, tools, or resources will you use?
- **Health & safety** – Your proposal must demonstrate that your pilot complies with any relevant health and safety requirements

**You're encouraged to think lean –
Small tests can still generate powerful insights!**

Eligible Costs

What can you use the funding for?

Funding must be used for direct costs associated with running your pilot, such as:

- Materials and supplies
- Venue hire or space
- Consultant or facilitator time
- Prototyping or user testing costs
- Travel or access costs directly related to the pilot

What you *cannot* use the funding for

- Your own time or salary
- General operational or ongoing business costs
- Activities not directly linked to the pilot



Key Requirements

- All funding must be spent within 6 months from the date of award
- We'll reimburse expenses or pay invoices on your behalf
- We'll ask for brief evidence of how the funding was used (e.g., receipts, a short report, or photos)