

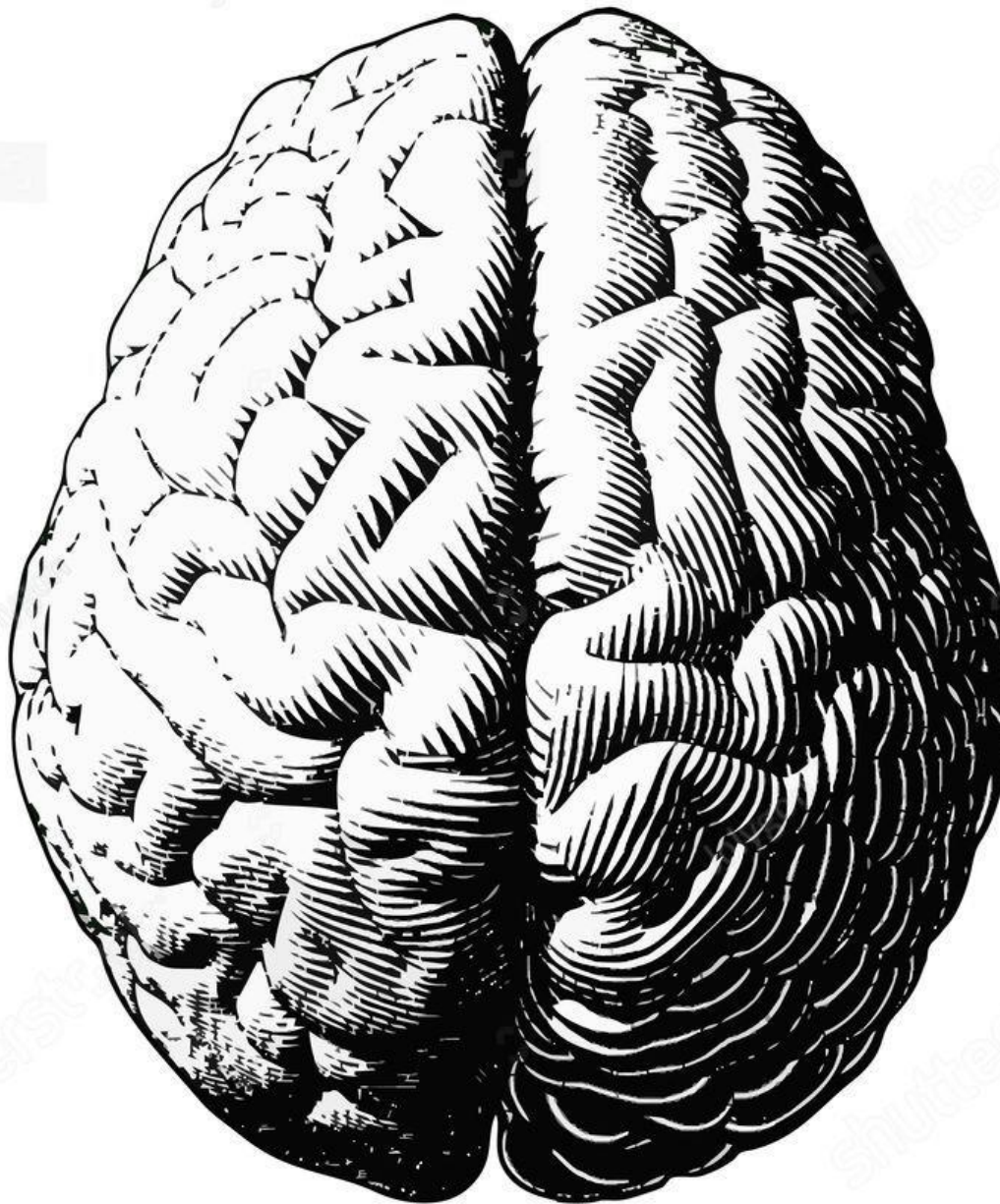


Dr. Uri Weinheber

What are we looking for?



Bar-Ilan University



The 6 stages of a startup



1

Pre-Seed Stage

- Laying the foundation
- Ideation, testing and analysis
- Validation of the hypotheses
- Bringing in key stakeholders
- Clarify market needs
- Understand target group
- Conduct detailed market research
- Present your business plan to your network



2

Seed Stage

- Confirmation of market demand
- Gain financial support
- Validate your business model
- Verify hypothesis with a working prototype
- Finding the right market solution
- Make the right contacts
- Rely on multiple financial sources



3

Early Stage

- Reaching first round of venture capital funding
- Crafting minimum viable product (MVP)
- Establish a sizable customer base
- Steady stream of monthly revenue
- Proof the durability of the revenue
- Present the return on investment (ROI) to the startup's investors



4

Growth Stage

- Scale to a bigger market
- Maintain long-term profitability
- Raise funding
- More diverse funding sources
- Expand the team
- Aim for healthy growth
- Counting on the right people



5

Expansion Stage

- Profitable and self-sufficient
- Aim to expand
- Growth of at least 20% for 3 consecutive years
- Venture into the global market
- Expand to other market segments
- Consider acquisitions to accelerate expansion
- Rely on help, guidance and strategic partnerships

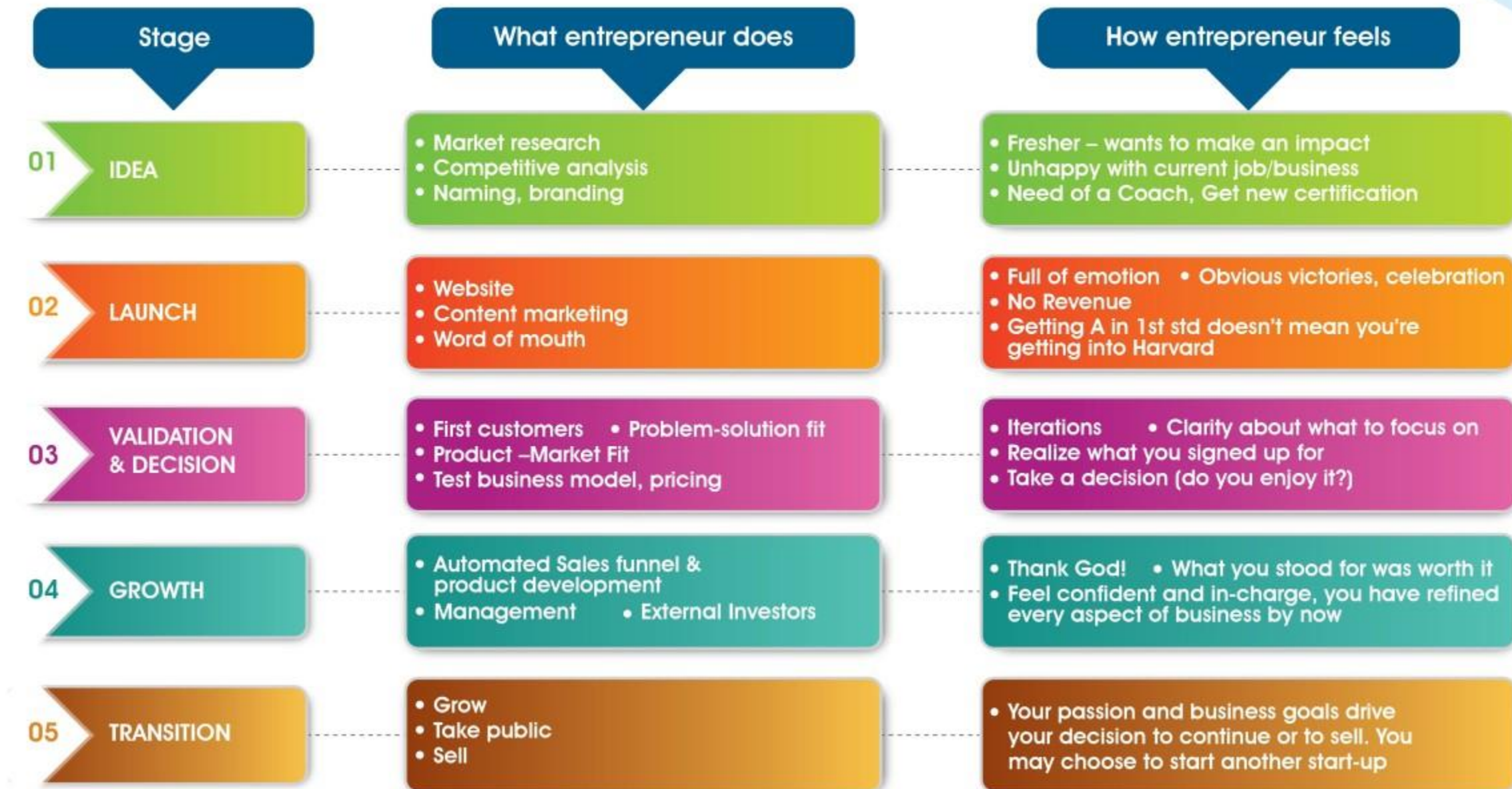


6

Exit Stage

- Expand by acquiring more companies
- The possibility of selling
- Decide how to proceed
- The exit depends on your goals
- Plan an exit strategy
- Get support of a good team of lawyers

5 STAGES OF A START-UP





What are we looking for?



What are we looking for?

The background is a high-resolution image of Earth from space, showing the curvature of the planet and the blue glow of the atmosphere. A central rectangular inset, outlined in blue, shows a dark, hazy landscape with some light patches. The word "Solution" is written in yellow text across the center of this inset.

Solution

What are we looking for?

Market / Background
/ Context

Solution

Business Model

Team

What are we looking for?

One-liner

Market / Background
/ Context

Users / Customers

Solution

Competition

Pain / Problem

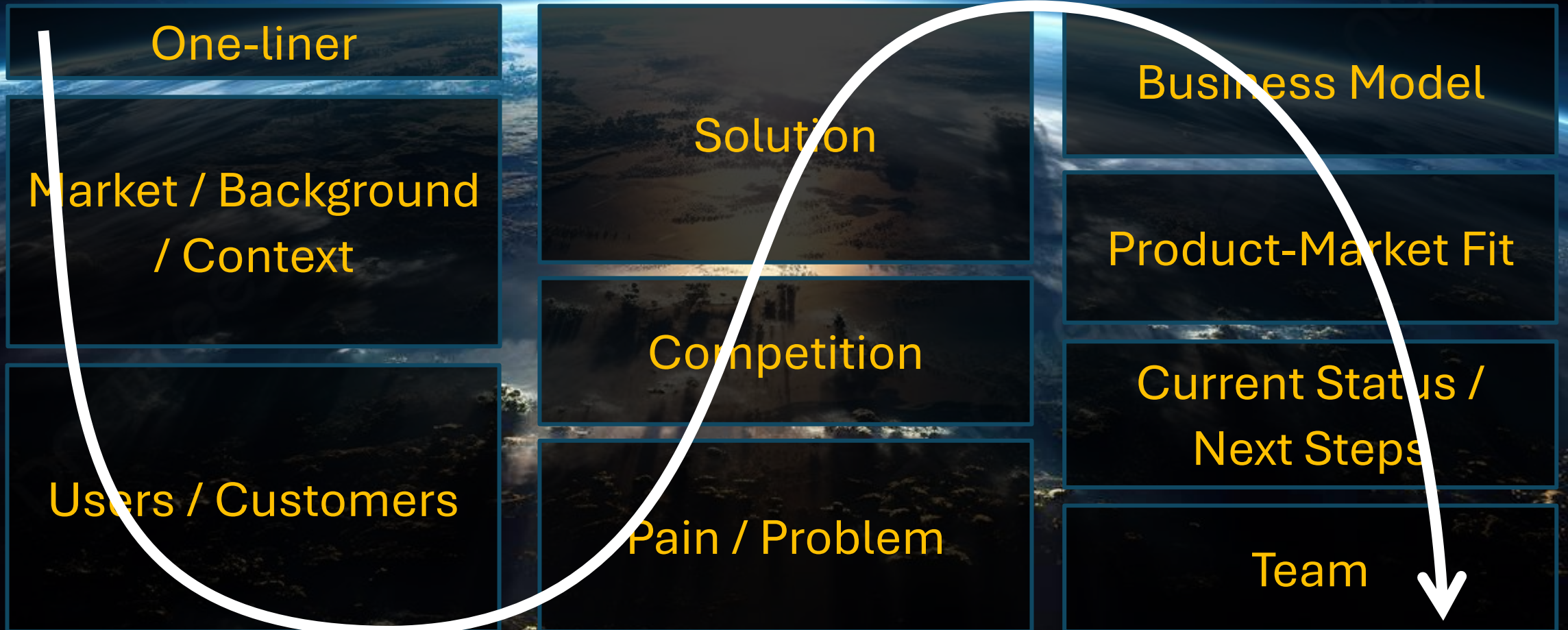
Business Model

Product-Market Fit

Current Status /
Next Steps

Team

What are we looking for?





market

market



Regional Analysis



North America Share



>4% CAGR
2022-2032

SOLAR PV MARKET

- Solar PV On-Grid
Market Size (2032)
>340 GW
- Ground Mounted Solar PV
CAGR
(2023-2032) **>4%**
- Residential End-Use Segment
>\$26 BN (2032)

GLOBAL STATISTICS

Market Size (2021)

>\$140 BN

CAGR
2022-2032

>5%

Market Size (2032)

>\$260 BN

 Global Market Insights



playground

Autonomous Driving/Smart Mobility Landscape

Autonomous Driving

Sensors



Semi-Conductors



Testing Simulation Training



Machine Vision AI /Perception/ Sensor Fusion



HD Mapping/ Localization



HCI



GNSS/ Location



Emerging Robotics/Full Stack Vehicles



Incumbent Automakers



Smart Mobility

Parking



EV Charging



V2V, V2I V2X



Urban Data/ Traffic Optimization

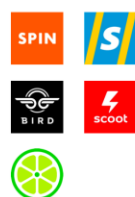


Flying Cars

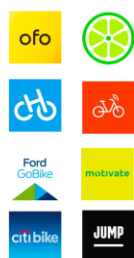


On-Demand

Scooters



Bikes



Cars



Ride Hailing





customer

Who are the early adopters?

Selected highlights



Characteristics

- Across all age brackets, most middle-aged
- Primarily home owners
- 47% suburban; 30% urban; 23% rural.



Car use

- On average, 10 individual car journeys carried out per week.
- half use their car for commuting.
- 85% indicated their car use is predictable and regular.



Attitudes and behaviours

- Respondents stated **they typically had spare time between journeys**, suggesting that opportunities for charging may be available.
- **If a convenient charge point came at a higher cost, this would only be used for topping up.** 79% of respondents agreed with this statement.
- Attitudes and behaviours between customer segments varied significantly – **there is no “one customer”**

Most have off-street parking.



Just under two thirds have one car, with a third having two.

customer



pain

pain

Solar Energy Company Needs and Challenges

- **Customer Needs (Inverter Manufacturers and Solar Panel Installers)**

1. PV solar panel manufacturers – not our focused customers

- Three technologies are competing for cost-leadership
 - Silicon-wafer-based photovoltaics
 - Thin-film PVs
 - Concentrated solar thermal power

2. Equipment/instrument manufacturers

- Improve the efficiency of power generation
- Maintain stable output of electricity vs. time and temperature
- Prevent voltage spikes

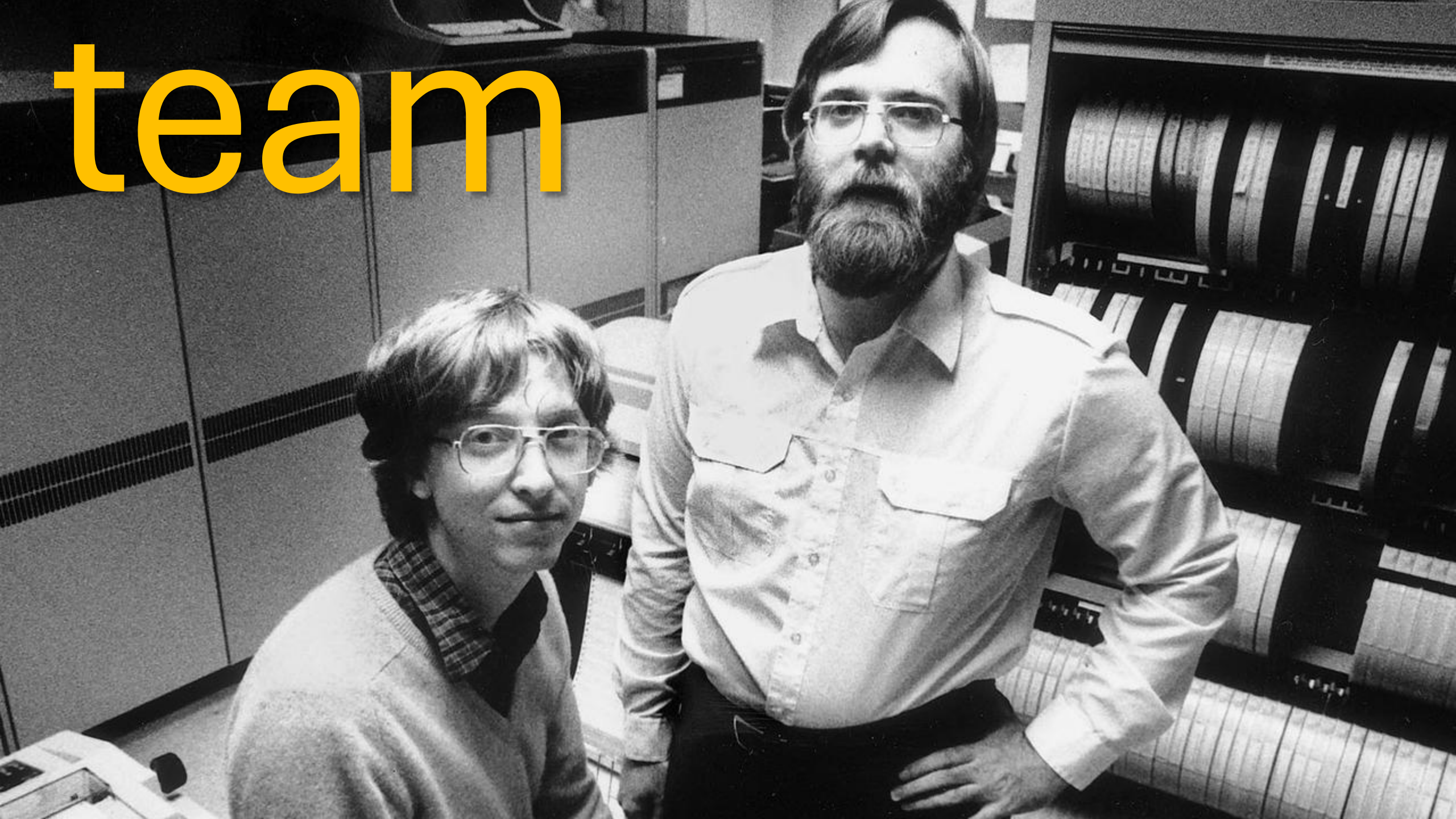
3. Solar panel installers

- Maximize efficiency of power generation by tracking the sun
- Prevent the panel from overheating - spikes in voltages above safe levels for their inverters when the panel temperatures get too high
- Identify the location of bad cells, shorts in wiring caused by corrosion

- **Key Challenges**

- Harsh environment

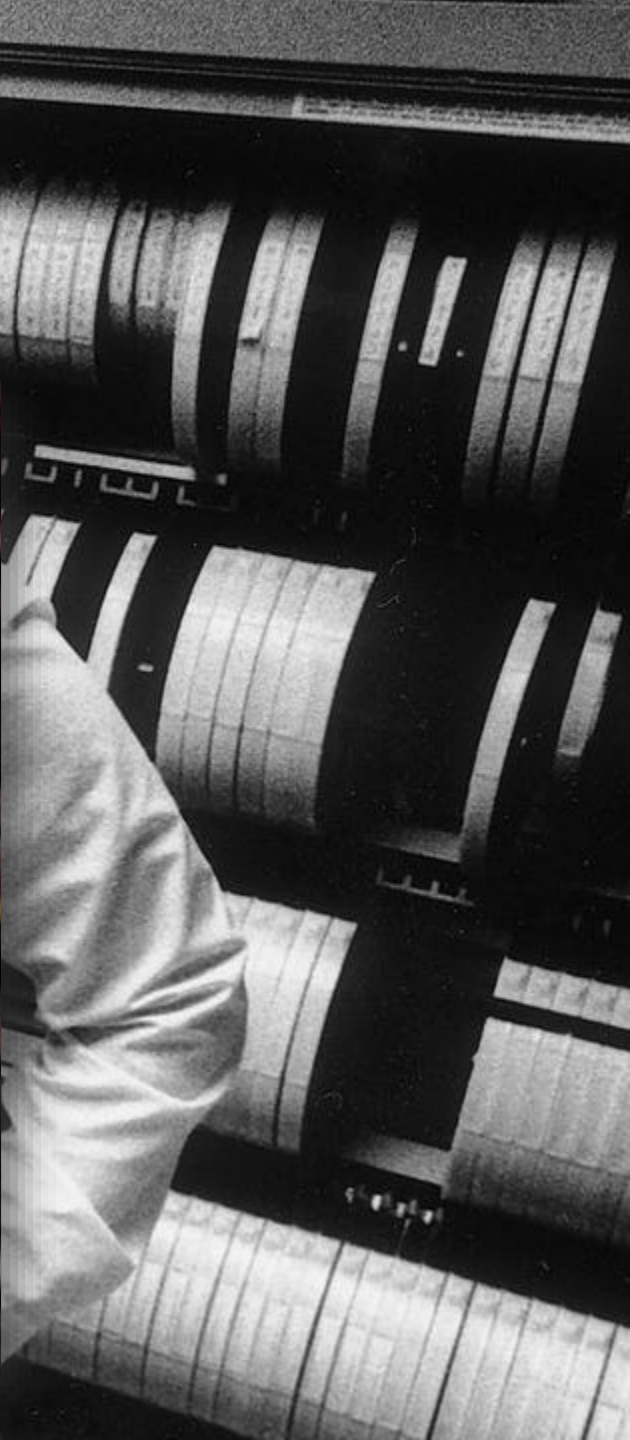




team



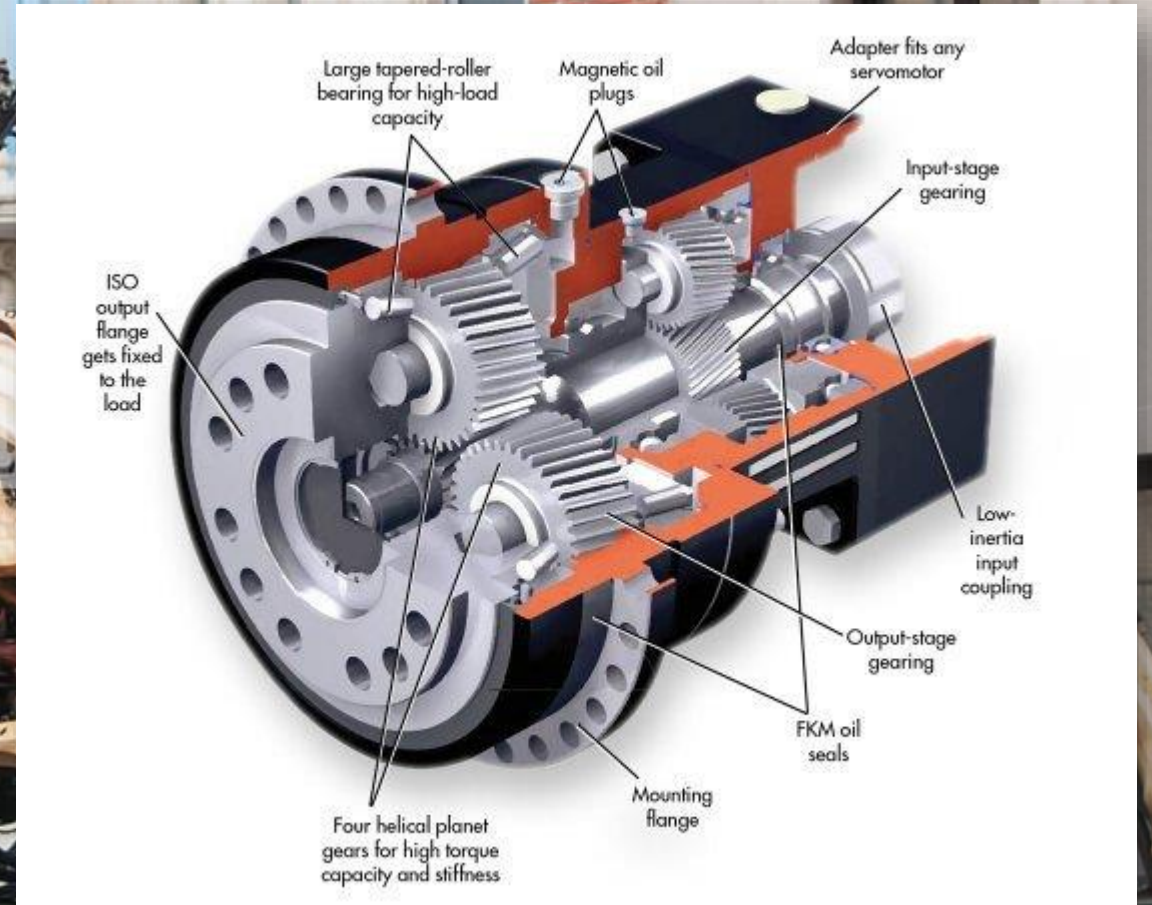
team



solution



solution





uniqueness

competition



compe

Competitive analysis framework

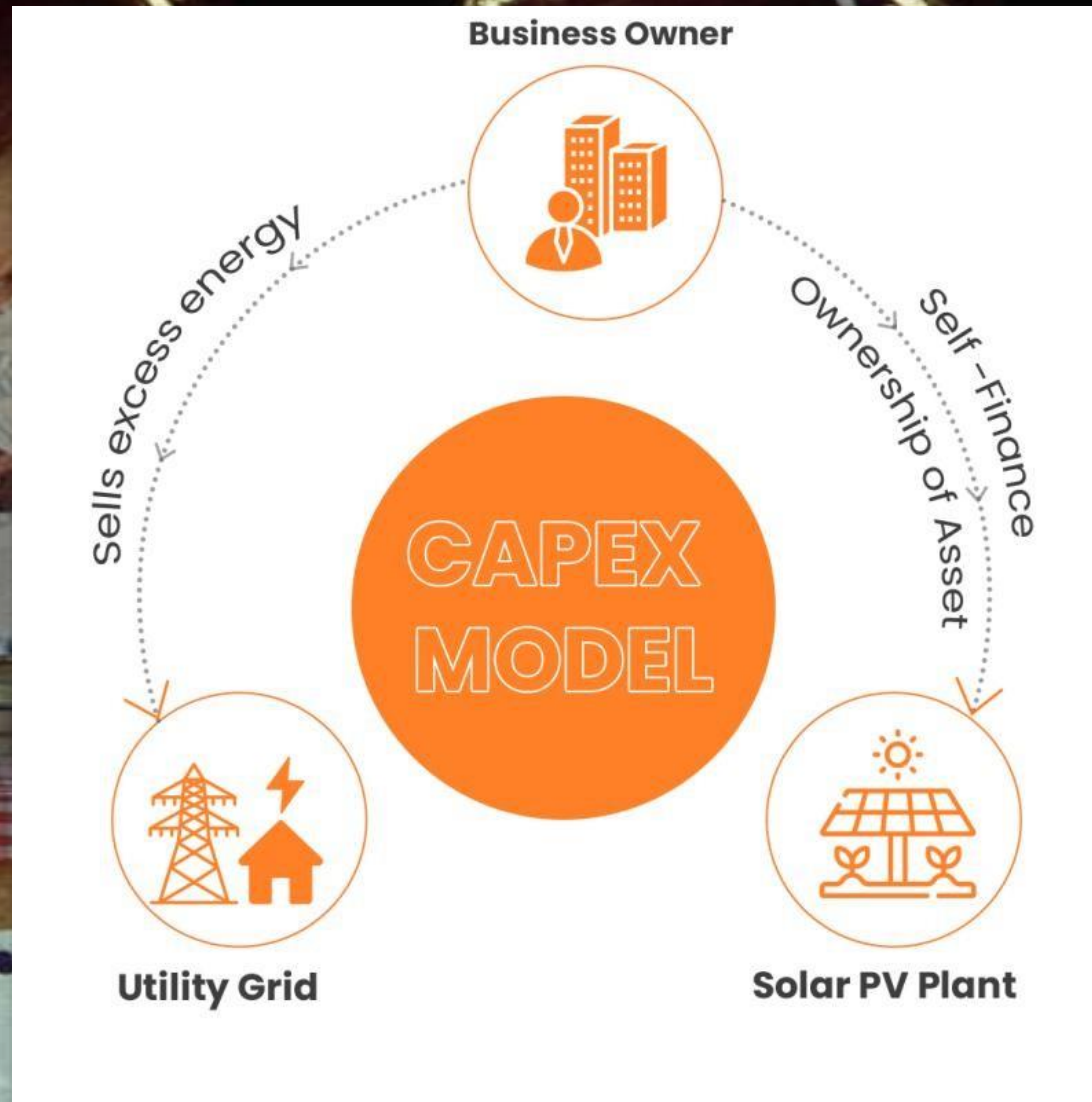
	Your Company	Competitor 1	Competitor 2
Product/service	SEO	SEO/Paid ads	SEO/Website design
Market share	25%	40%	35%
Growth	6%	12%	8%
Target audience	Dentists	Dentists	Dentists
Price structure	Monthly fee	Hourly	Project-based
Marketing strategies	Email/Blog	Email/Blog/ Social media	Social media/ Email/Paid ads
Customer satisfaction	★★★★	★★★★★	★★★★
Strengths	All-inclusive/ one fee	Brand visibility	Package deals
Weaknesses	Startup with less resources	Expensive	Questionable customer service
Key advantage	Strong values and mission	Industry leader	Highly skilled team



Biz Model

Lemonade
10¢

BizM



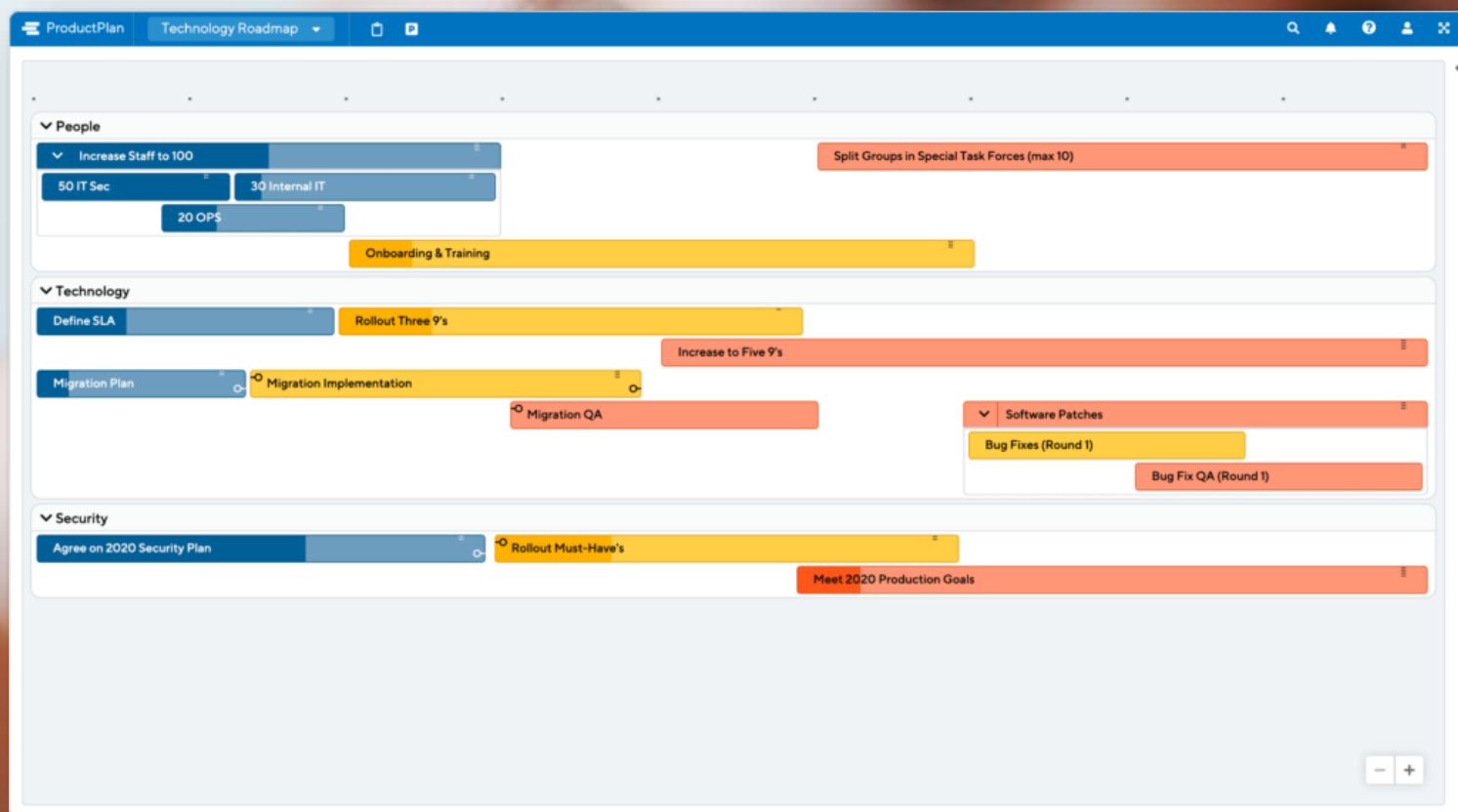


PMFit

Next



Next



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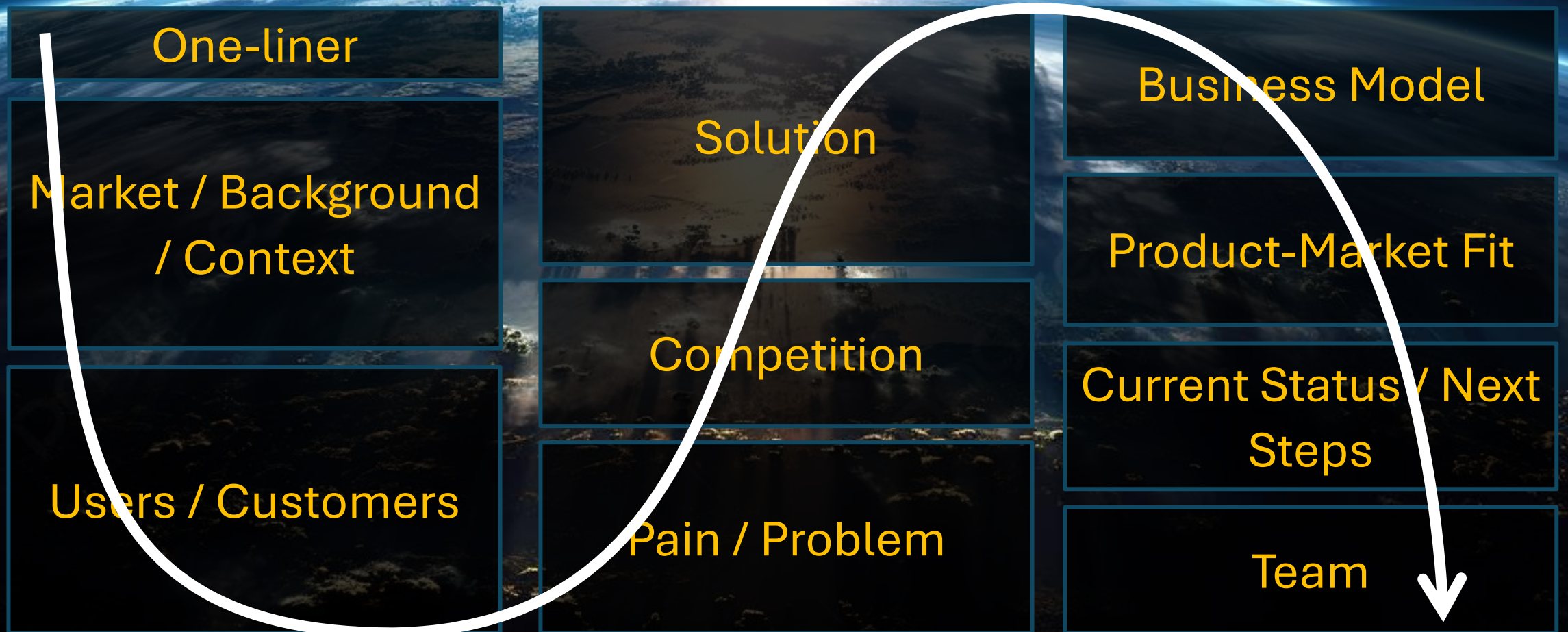
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Good Luck...

