

# **RUFORUM**

# **Entrepreneurship Training**

Setting Up & Communicating your business

# Expectations

1. Learn the options of setting up a business
2. Appreciate compliance requirements
3. Basic accounts management for small business
4. Communicating your business
  - The pitch deck
  - The elevator pitch

# Legal Registration

## **Sole Proprietorship:**

The **sole proprietorship** is the simplest business form under which one can operate a business. The **sole proprietorship** is not a legal entity. It simply refers to a person who owns the business and is personally responsible for its liabilities

## **Limited Liability Company:**

A private company whose owners are legally responsible for its liabilities only to the extent of the amount of capital they invested.

# Compliance

## **Tax compliance**

Fulfilling all **tax** obligations as specified by the law freely and completely. **Tax compliance means** submitting a **tax** return within the stipulated period, correctly stating income and deductions, paying assessed **taxes** by due date and paying levied **taxes**

## **Operating License**

All **licenses**, franchises, permits, consents, approvals, registrations, certificates and authorizations of all Governmental Authorities necessary or advisable to the conduct of the businesses of any of the Company Parties.

# Accounts Management for Small Businesses

## Online software suite

Quick Books

Tally

Fresh Books

### Pros

Cheaper

Accurate

## Outsourced Accounting

Individual coming in to set up and manage accounts as a service

### Pros

Advisory

# **Communicating your business**

# **Who do you need to communicate to?**

## **All business stakeholders**

- Investors
- Customers
- Staff
- Regulators

# The Elevator Pitch

a short description of an idea, product or company that explains the concept in a way such that any listener can understand it in a short period of time

## **Key Messages**

Target Market, Problem, Solution.



# The Elevator Pitch - Example

For Slum dwellers living in Kampala city with seek healthy drink options, Katanga Juice is a natural low cost soft drink filled with nutrients and guaranteed to quench their thirst every time.

**Who** – Slum dwellers

**Where** – Kampala City

**Problem** – Access to Healthy drink options

**What** – Katanga Juice

**Value Proposition** – Thirst quenching and nutrients.

For \_\_\_\_\_ (who) in  
\_\_\_\_\_ (Where) who need  
\_\_\_\_\_ (Problem), we provide  
\_\_\_\_\_ (what?) that  
provides \_\_\_\_\_ (Value  
proposition)

# The pitch deck

1. Company Purpose
2. Problem
3. Solution
4. Why Now
5. Market Size
6. Competition
7. Product
8. Business Model
9. Team Financials

# **Company Purpose**

Define the company/business in a single sentence.

**Nutritious juice for Slum Dwellers**

# **Problem**

Describe the pain of the customer

Outline how the customer addresses the issue today

# **Solution**

Demonstrate your company's value proposition to make the customer's life better

Show where your product physically sits

Provide use cases

# Why Now

Set-up the historical evolution of your category

Define recent trends that make your solution/product possible

# Market Size

Identify/profile the customer you cater to

Calculate

**TAM** – Total Addressable Market (Market size)

**SAM** –Serviceable Available Market (Market size your business can reach)

**SOM** - Serviceable Obtainable Market is the portion of SAM that you can capture.



# Competition

List competitors

List competitive advantages (What makes you better?)

# Product

Product line-up ( functionality, features, architecture, intellectual property)

Development roadmap

# **Business Model**

Revenue model

Pricing

Average account size and/or lifetime value

Sales & distribution model

Customer/pipeline list

# Team

Founders & Management

Board of Directors/Board of Advisors

# Financials

P&L

Balance sheet

Cash flow

Cap table

The deal

# **The Ask**

What do you want from this communication?

# **Task**

Develop and share your Elevator Pitch

Develop and share your pitch Deck