

Cover Slide

Company Name, Logo, and Tag Line

Team Members Names and College Affiliation



Overview



- Who are you?
- What is your product or a service?
- What is the key goal of your startup?
- If you already have customers, briefly describe your ongoing business.

A judge wants to know why they should be listening to you. Use "WOW!" descriptive text. Your goal is to get the judges' attention and stimulate a desire to learn more. Be succinct, direct, compelling.

The Problem or Opportunity



Problem

- What problem are you solving?
- Why does the problem exist?
- What pain points does your solution address?
- How much is currently spent on alternatives? On finding a solution?

Opportunity

- What opportunity have you recognized?
- Why does the opportunity exist?
- Why has no one taken advantage of this before?
- How much is currently spent on alternatives?

You want a judge to understand that your startup is solving a problem or seizing a real opportunity and that you have the qualifications to address it.

The Solution

- What is your proposed solution?
- Describe/show your product / technology in action
- What does your primary product do?
- What makes your solution unique?

You should focus more on what your solution does vs. how it does it. Talk about the benefits - not just features. Don't go too deep on technical details. (A judge can ask for more in Q&A.)

**Features are characteristics of products.
Benefits explain what the customer gains by using the product.**

The Market

The 3 C's – Customers, Competition, Communication

- Who are your customers?
 - Who needs this product, and how much are they willing to spend?
- Who is your competition?
 - Competitive analysis/what advantages do you have?
- How will you communicate?
 - Reaching your target customers & being able to effectively tell them what you can offer them.

Judges want to know that the market is large enough to support a successful new growth business. You need to demonstrate succinctly that you know all the important aspects of this market. Judges want to know that you know your target market and its buying behavior.

Market Entry and Growth Strategy

- How will you communicate your company/product to others?
- How will you create awareness? Preference? A commitment to purchasing?
- How will you reach your customers in an economical way?
- What is your distribution strategy?
- What channels will you use?
- Are there key partnerships you will pursue?
- How will you build momentum?

How will you break into the market? How will you drive sales growth?

The Business Model



- How will you price your product?
- How profitable is your target market?
- What are the revenue streams? Costs of doing business?
- Describe your startup costs.
- What are your operating profits/losses? Describe your 1st year operating costs.
- Highlight the key assumptions and drivers of your revenue streams, costs, cash flow
- What does your sales pipeline forecast look like?

Judges want to know how you are organizing your startup for business success. They want to understand the customer economics and how much they are worth.

The Financials

- Show your 1-2 year financial forecast for this business.
 - Highlight sales, key revenues and expenses
 - Cash flow
- How much cash is need to get started?
- When do you expect to break-even on revenues? Cash?
- What risks might affect this forecast? By how much?
- Summarize again how you plan to execute on this plan.

A judge wants to know that you understand how much cash is required to break-even and that this is a good business that will be able to make money and provide value to any investors.

The Startup Team



- List key team members and their roles in the company.
- Highlight any technical and professional experience.
- List any relevant advisory board members.
- If you have any investors, tell us about them.

In this slide, you want to show that your team is ready and able to achieve your plan. Link the team's skills/experience to startup you are growing.

The Summary

- This is the highlight of the story you are telling:
 - What you are doing?
 - Why is this valuable?
 - Why is your startup going to succeed?

Recap the key elements of your presentation that would lead the judges to believe this is a great opportunity.