**OUTLINE:**

1. Vision / Elevator Pitch / Introduction
2. The Problem
3. Solution/ Objective / Mission
4. UI/UX ?
5. Market Opportunity
   1. Forecast
   2. Research/data
6. Competition?
7. Business Model
   1. Revenue Model?
   2. Traction: Marketing & Growth Strategy
8. Team / passion ?
9. Contact

**TO CONSIDER:**

1. target Audience and what do they expect?
2. presentation time length
3. objective (end result)
4. layout/flow of the slides
5. how much information to disclose?
6. how much time for practise
7. is there Q&A session
8. if so, prepare for Q&A ?
9. how much does the audience know prior to the presentation
10. do we add the 2 slides together?
11. plan out the remaining days

Maybe we can elaborate an elevator pitch to make this presentation?

http://blog.hubspot.com/marketing/elevator-pitch

# Discussion (ask for Tuan feedback about these points)

1. Our main goal for the pitch: find mentors, interest people + get more feedback for idea
2. The pitch is idea pitch, so we do not need a prototype ready yet ?

# Concept in LucLoi

Vision: help SMEs in VN in doing their business, especially online business

value provided:

* online platform to search for local store nearby
* Take advantage of Taobao model in china
* How do we gradually build Lucloi
* How to gather database about small and medium stores in nearby areas, especially, most of the owner is not proficient in Computer, Internet (but some have their smart phone ready)
* What is the different as compared to some special location based directory such as Foody.vn
* How do we implement the rating system so that user could trust the store with high ratings