Plan for presentation/ not set into stone/ for our flashcards

1. Title Page
   1. Model of SmartCane
   2. Meet the team
      1. We aim to aim to improve the lives of visually impaired people by offering revolutionary SmartCane that improves the experience of the standard white cane
2. Pains/ Gains
   1. Pains
      1. White canes have a lot of limitations
         1. Only about to assist with detecting low surroundings(still have to use protective eyewear to protect themselves for the low hanging obstacles
      2. White Canes are not very durable
         1. Prone to explosions(loose elastic) and splintering
            1. Causes injuries
   2. Gains
      1. Paired with our protective eyewear, our SmartCane can detect both low hanging obstacles and ground-level obstacles (creates an imaginary force field)
      2. Our product is 100% and safe and extremely durable
         1. Free repair service(we will fix their smart cane for free)

##### **Ideas for slides (in alphabetical order. You should not/cannot include all of them!)**

* Customer story or scenario
* Data collected
* Demo of your product or service, including a scenario or story
* Elevator pitch?
* How does our product or service make the pain go away?
* Hypotheses?
* If we had more time?
* Job the product is doing for the customer? How did the customer do it before? How will they do it now?
* Market segment, is it really a segment? Do people here talk to each other? Do they have similar requirements? Can I reach them the same way?
* Mockups and/or prototypes
* MVPs tried? Especially good if
* One or two sided market? If two sided,how do you expect to reach both of them? In what order?
* Pivots undertaken. This is interesting especially if it demonstrates that you were disciplined in following where the research led you and didn’t stick to a plan that didn’t work.
* Problem being solved, pain being relieved? In what way is it crucial for the customer? How do we know?
* What is the ONE THING? Demonstrate that you chose one specific problem to solve and really solved it. Show focus.
* What is the product or service? You would be surprised how often it happens that at the end of the presentation the audience looks at each other and say: “I don’t understand what the product is!” Keep it simple and clear.
* Who is on the team? Photos? Names? Email Addresses?