

Meeting at Factory 300

Product Idea Presentations

1. Kaar – 4AHIF

Text condensing. Bring things to the point. Excerpting by a machine. Mention of Catalyst was positive.

2. Stanzel – 4AHIF

Unified interface to Streaming Interfaces. How to deal with the dependency on 3rd party APIs?

3. Harwöck – 4BHIF

Runtime environment for executables? Run untrusted code as a service?

4. Mira – 4BHIF

Crowd based maps (places maintained by the community)

5. Gusenbauer – 4AHITM

Cloud for the province. Is the market existent. Is there a target group who need this? Is there a business user who must store its data in Austria? Special certification needed for Ergotherapists?

6. Berger – 4AHIF

Home entertainment

Pitch Deck

1. Let me feel the pain
 - What is the problem?
 - How is the problem “solved” today?
 - Do you have the problem yourself? Story?
 - Is it really a problem? Is the pain huge enough?
2. Show me the solution
 - How do you fix the problem?
 - Does it really fix the problem?
 - Why is your solution so much better than the status quo?
 - What is the “secret sauce” / USP?
 - Product-Market-Fit
 - What did you achieve so far?
 - Did you verify your proof?
3. I understand the market
 - What does the market look like at all?
 - Do you have a clear focus group?
 - Do you now and understand your customers?
 - like vs. pay
 - How do you reach your customers and where?
 - What will it cost to acquire a customer
 - What is the life-time-value of a customer?
4. I bet on you!
 - Do you have the right (mix of) people? Good team?
 - Have you already done business together?
 - What is the commitment/focus/mindset?
 - Can you handle feedback? You you trust and are you trustful?
 - How far will you go?
5. This is a simple business model

- Who is paying?
- How?
- Why?
- And when?
- 6. Smart plan of attack
 - You can not just launch your vision? Rome wasn't built in a day
 - MVP (minimum viable product) - learn fast - fail fast
 - When? Where? Who?
 - How will it work (viral, sticky, paid)?
 - Do you have an ocean boiler/only 0.01% of trillions/chicken-egg scenario?
 - How to "start the engine"? The "once we ..." mentality
- 7. Show me the money
 - You are not showing me a dream scenario, aren't you?
 - What is the formula behind it?
 - Do I understand what your spreadsheet is based on?
 - What matters in your financial plan?
 - How are you using the funds?
 - I want to invest in your idea/company/passion)!
 - What are your TOP 3 milestones in your plan?
- 8. Make me dream!
 - What is the vision?
 - Where could this go?
 - What else could be done?
 - Take me on your dream journey!
- 9. Finally
 - I understand the problem (10)
 - I love the solution (10)
 - I know who your customers are (10)
 - You guys are killing it (30)
 - I believe in the business model (5)
 - I think your approach is smart (10)
 - I get the math (5)