Template and Use Instructions

[Template starts on slide 6]

How to use this template

- This presentation template is designed to guide your team through a clear, employer-ready story.

- Use this deck as a guide, not a script

- You may reorder, combine, or remove slides if it strengthens your narrative

- Focus on insights and recommendations, not just information

- Each slide should answer one clear question for the employer

- Your goal: deliver clear, confident, and actionable recommendations.

  - Examples are included that help demonstrate a weak slide and a strong slide

Areas to Focus On

- **Executive Summary**
  - Clearly states objective, insights, and recommendation
- **Market & Customer Analysis**
  - Uses relevant research and applies it to the company context
- **Strategic Thinking**
  - Identifies meaningful opportunities and justifies recommendations
- **Clarity & Communication**
  - Slides are well-structured, concise, and easy to follow
- **Professionalism**
  - Employer-ready tone, visuals, and delivery
- ***Top-scoring presentations demonstrate insight, not just effort.***

EXAMPLE: Weak Slide

- Market Trends
    - The market is growing quickly
    - Many companies are entering the space
    - Customers want better solutions

Why this is weak:

- Too vague
- No evidence or insight
- No connection to the company

EXAMPLE: Strong Slide

- Key Market Insight
  - The market is growing ~12% annually, driven by SMB demand for flexible solutions
  - Competitors focus on large enterprise, leaving an underserved SMB segment

- What this means for the company:
  - Opportunity to position as the go-to solution for small, fast-growing businesses
  - Lower competition and faster sales cycles

Project Name
[insert project name]

Company Name   [insert employer company name]
Date   [insert Labs dates]

Executive Summary

Include:

- Project objective
- 2–3 key insights
- Recommended strategic direction
- Why this matters for the business

Project Scope & Approach

Include:

- Project objective
- Key research questions
- Methodology & sources
- In-scope vs out-of-scope considerations

Market Landscape & Key Trends

Market Landscape & Key Trends

Include:

- Industry overview
- Key market trends
- Competitive dynamics
- What this means for the company

Target Customer Segments

Include:

- Segment overview (2–4 segments)
- Customer needs & pain points
- Buying motivations
- Why these segments matter

Current Customer Messaging Communications

Include:

- Summary of current positioning
- What is working well
- Gaps or missed opportunities
- Alignment with target customers

Opportunities and Strategic Options

Opportunity Identification

Include:

- Key opportunity areas identified
- Supporting insights
- Why these opportunities exist now

Strategic Options

Include:

- Option 1: Brief description
- Option 2: Brief description
- Option 3: Brief description
- High-level pros & cons

Recommendations

Include:

- Chosen strategy
- Rationale for selection
- Alignment with company goals
- Key differentiators

Implementation Considerations

Include:

- Key next steps (30–60–90 days)
- Required resources or capabilities
- Risks & assumptions
- Success metrics

Expected Impact & Value

Include:

- Short-term benefits
- Long-term strategic value
- Business impact summary

Key Takeaways

Include:

- Key takeaway #1
- Key takeaway #2
- Key takeaway #3
- Final recommendation

Appendix (optional - remove if not using)

Include:

- Additional research
- Data tables
- Assumptions
- Alternative ideas