ANTLER HACKATHON

Product Brief + Presentation Template

Unlike traditional hackathons, the Antler Hackathon brings you into real startup challenges. Each track comes from a founder who has spent their Antler residency validating a business problem, talking to users, and shaping a potential solution.

You can build on that foundation. Use this brief to make sure your whole team is aligned on what problem you're solving, how your solution fits into the broader business context, and where you want to focus your effort during the hackathon.

This document should help you:

- Clarify the **business problem** the founder is addressing.

- Understand how your prototype connects to the **core value proposition**.

- Decide whether to tackle the full challenge or focus on a specific piece where your skills make the biggest impact.

- Keep everyone aligned as you build, validate, and refine throughout the day.

Think of it as your team's shared compass — not something to polish, but something to think through together and update as you go.

Track

Team Number

Product Name (optional)

Product Summary (User-Focused, 1–3 Sentences)

How does your prototype or contribution help the startup's target users do something better, faster, or more efficiently?

Focus on the value to them, not just what your component or improvement does.

[Write here]

Primary ICP (Ideal Customer Profile)

Choose one of your most important user types and describe them clearly:

- Job title(s):

- Their role in the workflow:

- Who they collaborate with during this part of the workflow:

[Write here]

Current Responsibilities & Tools

What is this user responsible for day-to-day?

What tools do they currently use?

How do they get this part of their job done today?

[Write here]

How the Process Works Today (Step-by-Step)

Walk through the typical journey this user takes to complete the task your product is meant to improve. List it like a checklist or numbered steps.

Example (MVP stage):

1. Sources early customer leads manually on LinkedIn

2. Copies contacts into a spreadsheet

3. Writes cold outreach emails one at a time

4. Tracks responses manually in email folders

5. Updates pipeline spreadsheet by hand

[Write here]

Key Problems or Frustrations (Bullet Points)

What's slow, frustrating, risky, expensive, or inefficient in their current workflow?

Examples:

- Repeating the same product demo for every prospect

- Manually logging every meeting in CRM

- Not knowing which leads are truly qualified until late in the process

[Write here]

Professional Goals & Motivations (Bullet Points)

What does success look like for this user?

What do they care about? What would make their life easier?

[Write here]

New Process (Step-by-Step)

Walk through the new and improved journey this user takes to complete the task your product is meant to improve. List it like a checklist or numbered steps.

[Write here]

Solution Hypothesis

We believe that [solution idea] will help [target user] solve [specific problem] by [how it works / key mechanism].

Assumption to Test:

If we provide [specific value/outcome], then [users/organizations] will be willing to [adopt, pay, switch].

Hypothesized Outcomes (KPIs):

What do you believe your solution will achieve if successful? Write 1–3 outcomes you expect. These are directional, not measured today. Examples you can pull from:

- Estimated time saved for user (e.g. hours reduced in a workflow)

- Cost saved (e.g. replacing need for external tools or headcount)

- Increased conversion or throughput (e.g. more leads validated, more demos booked, more experiments run)

- Error reduction / improved accuracy (e.g. fewer mistakes in manual workflows)

- Faster cycle time (e.g. days to validate, days to close a deal, time to launch an MVP)

[Write here]