

Startup Engineering ISS 197

Midterm Presentation Instructions

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Pitch Your Startup (10%)

Five minutes long pitch to present:

- The main problem you are dealing with,
- The target customers
- The solution you are proposing
- What would be your MVP?

Present your Business Model in detail

- Address all important aspects of your business
- You will have to convince that your business is profitable
- Clearly present your pricing model and your cost structure

How it works?

All team members will present

- You are expected to prepare a PowerPoint presentation
- You should upload the presentation one day before the pitching day by midnight
- It is the team's responsibility to make sure all members are ready and capable to present the startup

A short Q/A session will follow where questions addressing other components of the BMC may be addressed

- One member will be randomly selected to answer the question
- Make sure you are all clear about your BMC!

All the team will receive the same grade that reflects the team performance as a whole

What will you be evaluated on?

The presentation

- The quality of the PowerPoint presentation
- Your presentation skills (voice, posture, body language etc.)

Your Business Model

- Make sure you are ready to answer questions regarding all the 9 components of the BMC
- Innovation
- Feasibility
- Profitability

Your ability to benefit from modern technology in a way or another in your startup!

- For example in your value proposition, customer relationship or your distribution channels

How will you be evaluated?

Problem Understanding (10 pts)

- The team's understanding of the problem

The Idea : How innovative is it? (20 pts)

- Uniqueness, new market, new technology, new management etc.
- Is it feasible?

Business Model (50 pts)

- Value proposition, Customers, partners, distribution, marketing etc.
- Feasibility: Market size, pricing model, expenses

Presentation (20 pts)

- Time respect, structure, organisation, enthusiasm, self-confidence
- English, quality pf PPT

Final Report

You will also have to submit a final report

- To be submitted with the PPT presentation

The report should reflect what you will say in the presentation

- Remember: your PPT slide should not contain a lot of text!
- The presentation could/should be summarise the report

You should cover in detail:

- Your Value Proposition: Problem & Solution
- Your Product/Market Fit: Why you think you have a market
- Your MVP: What is it? How will you test it? How you think it will evolve?
- Your Business Model in details: Do not forget your pricing model and cost structure
- Convince the jury that your business is profitable

Grading

Attendance 10%

Presentation 20%

- Midterm: 10%
- Final: 10%

Reports 30%

- Report 1: 10%
- Report 2: 10%
- Final report: 10%

Final Exam 40%