

BUSINESS MODEL FORMAT

- Cover Sheet (Company Name, College/Organization/Company. Presenting Team Members, Team Leader contact info)
- What is the social problem your idea addresses?
- What is your idea and how does it tackle the problem (Product or service description)
- How does your solution work? – Include screenshots and flow diagrams if necessary
- Customer/Market analysis (market size and potential market share)
- Sales and Marketing Model (how you will go-to-market) Intellectual property status (e.g., patents, licenses, etc.)
- Competitor Analysis (competitors and your competitive differentiation)
- Financial highlights (cash flow, income statement, & balance sheet)
- How do you aim to generate revenue?
- Current status of development – beta, prototype, MVP etc.
- What is your goal for the future and how do you aim to achieve it? - This could include the steps like building the product, prototyping etc.
- About your team and advantage over others

You can also add video in your presentation. There is no restriction on the number slides and you can include images, pie charts, flow diagrams, etc in the slides.