

CPSC 499.01 (Fall 2017) Software Entrepreneurship

Funding Pitch Slides and Video (Group 15%)

The purpose of this assignment is to demonstrate that your team has developed the business concept to a point where it can be presented to a potential investor or sponsor.

- Team pitch slides: submit the slides that you used during your presentation. The slides will be evaluated together with your actual pitch presentation (which will be recorded). We are looking for a clear explanation what you do, why you think you will be successful and what you are asking for. We will also look for professional styling and good use of visuals in your presentation.
- Pitch video: submit a short video (max. 3 minutes) that could be used on a crowdfunding site to attract support. We are looking for a clear explanation what you do, why you think you will be successful and what you are asking for. We will also look for professional styling and good use of visuals in your presentation. Keep in mind that the audience of a crowdfunding video is different than the audience of a pitch. This may require a different messaging.

Please submit this via the D2L dropbox (Funding Pitch Slides and Video) before class on your scheduled presentation day.

Grading Rubric

Pitch video (5 marks):

Criteria	1 point	0.5 point	0 point
What you do?	The video clearly communicates the business idea and the product.	The video does not clearly communicate the business idea and the product	This component is missing.
Why will you be successful?	The video is convincing that the business will be successful.	The video is not convincing that the business will be successful.	This component is missing.
What do you ask for?	What the company asks for is very reasonable and will help the company grow.	What the company asks for is not reasonable and will not help the company grow.	This component is missing.
Professional styling	The video has professional styling.	The video can be improved for better professional styling.	The styling is not professional.
Use of visuals	The use of visuals effectively improves the quality (in terms of conveying the ideas and professional styling).	The use of visuals marginally improves the quality (in terms of conveying the ideas and professional styling).	No use of visuals.

Team pitch (5 marks):

Criteria	1 point	0.5 point	0 point
What you do?	The video clearly communicates the business idea and the product.	The video does not clearly communicate the business idea and the product	This component is missing.
Why will you be successful?	The video is convincing that the business will be successful.	The video is not convincing that the business will be successful.	This component is missing.
What do you ask for?	What the company asks for is very reasonable and will help the company grow.	What the company asks for is not reasonable and will not help the company grow.	This component is missing.
Professional styling	The video has professional styling.	The video can be improved for better professional styling.	The styling is not professional.

Use of visuals	The use of visuals effectively improves the quality (in terms of conveying the ideas and professional styling).	The use of visuals marginally improves the quality (in terms of conveying the ideas and professional styling).	No use of visuals.
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Overall (5 marks):

Criteria	1 point	0.5 point	0 point
Business idea	The business idea is very innovative in addressing the problem.	The innovation piece is not very convincing.	The idea does not really address the problem.
Business model	The business model is well thought and is promising.	The business model is not complete and need to be improved.	No clear business model.
Business plan	The business has a good and feasible plan for moving forward.	The plan needs to be improved to shed lights on future development of the business.	The business has no good plan.
Prototype	The prototype is fully functional and provides a solid foundation for the product.	The prototype is not fully functional or does not provide a solid foundation for the product.	The prototype is broken.
Overall	The business is well thoughts and organized. All components are cohesively fit together.	The cohesion among business components need to be improved.	There are major flaws in the business.