

### Final Presentations Should Include:

- Clear statement of riskiest assumptions at each MVP stage.
- Assumptions validated or invalidated based on market feedback
- MVP that demonstrates learning and productivity
- Strong evidence to support conclusions, qualitative or quantitative

**Winner:** The team that shows, through evidence, the most customer validation for a new product or service. Not just a vitamin or a painkiller...a NARCOTIC that solves the customer's pain. \*Please Note: This is not a VC pitch.

[illegible]