



Final Venture Concept Pitch

250 Possible Points

8/13/2023

Attempt 1



In Progress

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Unlimited Attempts Allowed

7/31/2023 to 8/13/2023

▼ Details

Final Pitch Deck

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MGT 5824

Assignment Overview: The objective of this assignment is to guide you through the process of designing a venture pitch targeted at early stage investors

Assignment Objectives:

- Summary key findings from Customer Discovery process
- Identify key components of business model
- Develop investor pitch

Instructions:

- You will work on this assignment extending the material you have developed through your customer discovery processes. The primary task is to develop an investor pitch targeted at early-stage investors.
- Unfortunately, no late submissions can be accepted, so please make sure you have completed your work and submitted the analysis before the assigned deadline.
- Upload an electronic copy of the assignment (.pptx or related file) in the appropriate Canvas Dropbox by the assigned due date.
- You will record a final pitch for your individual or team project on Flipgrid. Teams only need to submit one final pitch deck for the entire team.

Deliverables: Pitch Deck and Recorded Presentation

- **Final Pitch Deck Structure:**
 - **Slide One:** Venture Concept – 30-second elevator pitch summarizing your 'value proposition

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- **Slide Two:** Target Customer Segment – overview of the customer persona(s) for your target customer segment
- **Slide Three:** Key Customer Problem(s) – what are the critical pains, gains, and jobs to be done?
- **Slide Four:** Proposed Solution – what is your MVP?
- **Slide Five:** Problem-Solution Fit & Market Validation -- Elaborate on key findings from the customer discovery process validating your proposed solution)
- **Slide Six:** Market Size – what is the total addressable market? What is the size of the market segment(s) you are targeting? Total customer demand? Revenue model?
- **Slide Seven:** Competitive Advantage & Value Proposition
- **Slide Eight:** Business Model Overview
- **Slide Nine:** Unit Economics – Gross Margins, Operating Margins, Cashflows -- emphasize the scalability of your business model
- **Slide Ten:** Growth & Strategy & Funding Needs – how will you finance your growth? Calculate and justify your post-money valuation
 - $PMV = \text{Total Financing Raised} / \% \text{ of equity sold to an investor}$. For example, if I am raising \$5 M and offering 20% of my company's outstanding equity, my post-money valuation would be \$25M

Notes: You can have more than 10 slides for the presentation but make sure the total length of the presentation does not exceed 10 minutes.

Link to Flipgrid Recording Site:

✓ **View Rubric**

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Pitch #5: Final Venture Concept Pitch

Criteria	Ratings		Pts
Overview of the Venture Concept view longer description	30 to >0 pts Full Marks	0 pts No Marks	/ 30 pts
Target Customer Segment view longer description	30 to >0 pts Full Marks	0 pts No Marks	/ 30 pts
Key Customer Problem(s) view longer description	30 to >0 pts Full Marks	0 pts No Marks	/ 30 pts
Overview of Proposed Solution view longer description	30 to >0 pts Full Marks	0 pts No Marks	/ 30 pts
Overview of the Problem-Solution Fit & Market Validation view longer description	30 to >0 pts Full Marks	0 pts No Marks	/ 30 pts
Overview of Market Size view longer description	30 to >0 pts Full Marks	0 pts No Marks	/ 30 pts
Overview of Competitive Advantage view longer description	30 to >0 pts Full Marks	0 pts No Marks	/ 30 pts
Overview of the Business Model view longer description	30 to >0 pts Full Marks	0 pts No Marks	/ 30 pts
Unit Economics view longer description	30 to >0 pts Full Marks	0 pts No Marks	/ 30 pts

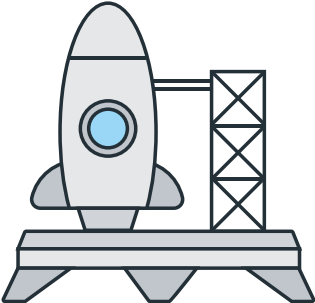
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Pitch #5: Final Venture Concept Pitch			
Criteria	Ratings		Pts
Growth & Strategy & Funding Needs view longer description	30 pts Full Marks	0 pts No Marks	/ 30 pts
			Total Points: 0

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