CP 4 Paths & Requirements

(Thanhntl2)

Instruction: Team chooses ONE (1) Path to complete CheckPoint 4

Path 1 (400 points)

Components: MVP Development Process Report & Pitch Deck Presentation

MVP Development Process Report (50 points)
1. Introduction about your MVP
    1.1. What is your MVP? State the goals of your MVP
    1.2. Which market pains does your MVP solve? How?
2. MVP development milestones
    2.1. Key moments from start to finish
    2.2. Descriptions for each milestone
        2.2.1. Names of people involved in each milestone
        2.2.2. Details of what each person did in each milestone
3. Tasks
    3.1. What did you set out to complete? State details
    3.2. Why?
4. Latest MVP Updates
    4.1. What tasks did you manage to complete?
    4.2. What tasks did you have left to complete?
    4.3. What did each of your team members learn from this development process?
5. What's next?
    5.1. What are your plans for the future of your MVP?
    5.2. What's the timeline for further development? Name your future tasks.

Pitch Deck Presentation (350 points | 15 minutes)
See Hubspot PowerPoint included
1. Problem (CP1&CP2&CP3)
2. Solution (CP1&CP2&CP3)
3. Market Validation (CP2&CP3)
4. Market Size (CP2)
5. Product (CP2&CP3)
6. Business Model
    6.1. Vision-Missions-Goals of your startup in details (CP1&CP2)
    6.2. Include your Business Model Canvas (CP3)
7. Market Adoption (CP2&CP3)
8. Competition (CP2)

9. Team (CP1)
10. Press (optional)
11. Testimonials (CP2&CP3)
12. Financial Model
    12.1.   Monthly Profit & Loss Statement for year 1
    12.2.   Annual Profit & Loss Statement for 5 years including current year
    12.3.   See attached Profit & Loss Statement Excel from CFI
    12.4.   Advance P&L or Income Statement resource:
            https://youtube.com/playlist?list=PL_KGEFWqEaTAscORDtaeQBPow
            yVlCXo-g&feature=shared

Convince the audience that your startup is worth every dollar they invest!!!

Path 2 (400 points)

Components: Market-Test-Ready Product and/or Services & Pitch Deck
Presentation

Scoring: Teams who completed their Market-Test-Ready Product and/or Services
will **receive an automatic 360/400 point** with the remaining 40 points to be
earned during their Pitch Deck Presentation.

Important Note: Pitch Deck Presentation is a MUST to receive the guarantee 360 points

**Market-Test-Ready Product and/or Services (360 points | Submission
Required)**
1. Product and/or services are partially functional & deployable
    1.1.   Main features are required to be functional
        1.1.1.   Figma and similar demo platforms are not accepted
        1.1.2.   Payment feature is acceptable without actual banking
                  integration
    1.2.   Physical products must have at least a mock-up or prototype done
2. Clear and intuitive user interface and user experience
3. Compelling name, logo, and design

Pitch Deck Presentation (40 points | 15 minutes | Required)
See Hubspot PowerPoint included for details
1. Problem (CP1&CP2&CP3)
2. Solution (CP1&CP2&CP3)
3. Market Validation (CP2&CP3)
4. Market Size (CP2)
5. Product (CP2&CP3)
6. Business Model

      6.1.   Vision-Missions-Goals of your startup in details (CP1&CP2)

      6.2.   Include your Business Model Canvas (CP3)

7. Market Adoption (CP2&CP3)
8. Competition (CP2)
9. Team (CP1)
10. Press (optional)
11. Testimonials (CP2&CP3)
12. Financial Model

      12.1.   Monthly Profit & Loss Statement for year 1

      12.2.   Annual Profit & Loss Statement for 5 years including current year

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      12.4.   Advance P&L or Income Statement resource: https://youtube.com/playlist?list=PL_KGEFWqEaTAscORDtaeQBPowyVlCXo-g&feature=shared

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