



Pitchdeck Hackathon

Format by 500 startups and Lean Startup canvas

TEAM:



Teamcaptain:

Industry/Domain:

Teammembers:

The Hackathon (1/2)



EYES Hackathon: *Venture creation for athletes in entrepreneurship.*

Goal: *Deliver ready-to-launch and ready-to-participate venture concept in 3 days.*

Why: *Enforce member interaction, get inspired and create real life opportunity to actually start a new venture with friends & entrepreneurs from the EYES community.*

The Hackathon (2/2)



Block I: Start & Product Ideation

Block II: Prototype & Biz Models

Block III: Growth & Resources

Block IV: Finalize Pitchdeck & Present

Pre-Read & Resources



Pre-read:

500 startup pitchdeck format: <http://www.9slides.com/Talks/How-to-Pitch-a-VC>

Fred Wilson annual talk: <https://www.youtube.com/watch?v=R43OKYmGbU>

Startup Class Sam Altman: <http://www.youtube.com/watch?v=CBYhVcO4WgI>

The Lean Startup principles: <http://theleanstartup.com/principles>

'AARRR' by Dave McClure: <http://500hats.typepad.com/500blogs/>

Rik Lomas on Medium: <https://medium.com/@riklomas/how-to-start-a-startup>

Hackathon Resources:

Business Model Canvas: <http://www.businessmodelgeneration.com/canvas/bmc>

Sketch & Prototype app: <https://popapp.in/>

Wireframe concept: <http://balsamiq.com/products/mockups/>

QuickMVP: <http://quickmvp.com/>

1. PROBLEM

List the top 3 problems to solve.

List how these problems are solved today.

2. CUSTOMER SEGMENTS



List your target customers and users.

List the characteristics of your ideal customer profile.

3. VALUE PROPOSITION



Clear message why you exist in the world + different.

High level concept Pitch

"WeTransfer = billboards of the internet."

4. SOLUTION



Outline a possible solution to each or your number one problem.

5. CHANNELS



List how to reach your customers (web, direct, distribution, phone).

6. REVENUE STRUCTURE



List your sources of revenue.

7. COST STRUCTURE



List your fixed and variable costs.

8. KEY METRICS



The key numbers that indicate how your business is doing.

9. UNFAIR ADVANTAGE



Something that cannot be easily copied or bought.