

Presentation slide deck (team)

- **Upload to Canvas by Mon 4/11 at 11:59 pm**
- Presentation and risks / viability memo together are 35% of assessment
- Upload slides as powerpoint, save as:
 “Team # _ Company Name”
- Don't exceed 12 slides
- Should be a stand-alone deck to tell the company value-creation story
- Cite sources on slide or in an appendix

Presentation (on Tue 4/12 and Thu 4/14)

- 8 minutes total
- All team members should have a part in the presentation
- Be clear and concise
- Be compelling! Tell a story on how you change the world

Presentation

- Problem
 - Unmet need – what are you solving? (what is the customer job?)
- Solution / Product
 - How do you address this need?
 - Describe the product / service and benefits for customers
- Market
 - Market size? Growth?
- Business model
 - How do you make money? Do the economics work?

Presentation

- Competition (and your advantage)
 - Overview of existing / emerging solutions and why you are better
- Team / Additions
 - Your team and the necessary additions
- Ask and milestones
 - Define the next value-creating steps and what it would take to get there (don't need financial projections in deck but can include)

Presentation

- Each presentation day, you will allocate your (pretend) \$1 million to the 2 companies of your choice (\$500k each company – can't choose your own company)
- You must attend both presentation days (ask questions!)