PENNVENTION

First Round Guidelines

Please keep in mind that these are only general guidelines. Do not feel obligated to answer every question if you believe it is not relevant to your product. Also feel free to include additional information that is not outlined here.

IMPORTANT: Keep in mind that, for the first round of the competition, judges will only <u>read</u> your presentation. You will <u>not</u> present to them in person. As such, we encourage you to provide enough information on the slides themselves, but not so much as to overwhelm them with text.

(0) Title slide

(1) Business opportunity
- What problem are you trying to solve?
- What is the value proposition?

(2) Description of product
- What is the product?
- How is the underlying technology innovative?
- Is the product technically feasible?
- If the product is a webapp, does the idea make use of some sort of sophisticated private algorithm or unique computer science concepts?

(3) Overview of market
- What are the characteristics of the target market and how large is it?
  - A larger target market is not necessarily better than a smaller one.
  - Instead, better-defined target markets deserve better scores.
- What due diligence research about the target market have you conducted?
- Are there existing competitors or substitute products that could be a threat?

(4) Development plan
- What is your timeline for technical development?
- What are the expected development costs over the next 6 months?
- What is the estimated cost per unit of your product?

(5) Team
- Who are the team members? Provide a brief bio for each member.
- What are the team members' roles and responsibilities?
- Include a photo of each team member.

Questions?
Please contact us at pennvention@gmail.com