

Technology Product Entrepreneurship

Assignment 2

17/8/2020

Ideas Class

Pitch Deck Submission

Objective:

1. Access different elements of your ideas and score them to evaluate the best option.
2. Evaluate each element for each idea individually and score them accordingly to understand and weigh the different components of an idea.

Notes:

- Form a 3 member team.
- Use the checklist template given below to select one idea.
- Score each of the categories by giving a score of: 1, 3, 7 or 9.
- Pick among your ideas one idea based on the checklist.
- Prepare a pitch deck with not more than 7 slides.
 - 1st slide: Two line description of all the ideas considered.
 - 2nd slide: The summary of the checklist that provides rationale for choosing the final idea.
 - 3rd slide: The problem explaining in detail the severity of the problem.

- 4th slide: The opportunity including the market gap.
- 5th slide: The solution and its uniqueness.
- 6th slide: The deeptech differentiation.
- 7th slide: The alternatives and the limitations of the alternatives.
- Any deck with more than 7 slides will only be allowed to present the first 7 slides. All the remaining slides will be deleted. Only a last "Thank you" slide is allowed if found necessary.

Checklist:

1. Customer Filter	Idea1 Score	Idea2 Score	Idea3 Score
● Clearly identifiable customer			
● Meaningful problem to solve			
● Segmentable market			
● Customer Accessibility			
● Customer loyalty			
Overall Customer Score			

2. Product/ Service Filter	Idea1 Score	Idea2 Score	Idea3 Score
● Tight niche focus			
● No network effect			
● Lean method value			
● Team-to-market fit			
● Inherent Story (virality)			
Overall Product Score			

3. Economic Filter	Idea1 Score	Idea2 Score	Idea3 Score
• Healthy margins			
• Demand constraints			
• Supply constraints			
• Sunk costs			
• Cash flow requirements			
Overall Financing Score			

4. Timing Filter	Idea1 Score	Idea2 Score	Idea3 Score
• Secular trend alignment			
• Recent innovation enabler			
• Market inefficiency			
• Recent competition surge			
• Signs of commoditization			
Overall Timing Score			

5. Competition Filter	Idea1 Score	Idea2 Score	Idea3 Score
• Limited competition			
• Competitor fitness			
• Team fitness			
• Defensible position			
• Barriers to entry			
Overall Competition Score			

6. Overall Score	Idea1 Score	Idea2 Score	Idea3 Score
• Overall Customer Score			
• Overall Product Score			
• Overall Financing Score			
• Overall Timing Score			
• Overall Competition Score			
Total Overall Score			