How to use this template deck

• Because we are combining two competitions into one this semester, we have adjusted the slide deck template and rubric to accommodate teams who would have entered each competition.

• Since teams who enter the eship.2 competition may not be as far along as a team who would have entered the business model competition, we have adjusted this template slide deck to show the minimum suggested content.

• Teams anticipating entry into the NYS Business Competition (apply by 4/10 w/ video) should prepare using this slide deck in its entirety.
Preparation

• 8 Minutes Max!
• Cover all topics within this template.
• Practice!
Slide Presentation Tips

• One *Major Topic* Per Slide
• Keep Content Concise (Elaborate Verbally)
• Stay Consistent (Fonts & Layouts)
• Suggested Minimum: 32 Point Font Size
• Use Color/Visuals to Enhance
• Don’t rely on animation or video (technology can fail)
Slide 1

• Present your company in a 15 second elevator pitch. Consider using the elevator pitch sentence. →

• Present the problem you see in the world and how you are going to fix it. (50,000 foot view)

• You are giving the audience a small taste of what they are about to hear/see.

Elevator Pitch sentence structure:
FOR (target customer), WHO HAS (customer need), (product name) IS A (market category) THAT (one key benefit).
UNLIKE (competition), THE PRODUCT (unique differentiator).

In the next 8 slides, you need to weave your story of customer discovery into the slide topics. What did you learn by speaking to customers?
Problem

• What problem are you solving? What pain point are you going to relieve?
• How big is the problem? Quantify its impact.
• How are customers solving the problem currently?

• Illustrate with pictures
• Tell a short story the audience can relate to
• Use a real world example

Always cite your sources discreetly at the bottom of the slide. It provides credibility to your facts.
Solution

• Use picture(s) and diagram(s)
• Don’t list features and functions*
• Do emphasize benefits to the user*
• What is your value proposition? (How does your company/product/service stand out from the rest?)

*Don’t get lost describing your product. Describe the new and better world/experience you want your product to create for customers.

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Market

• Describe who will pay money for your solution.
  • Describe them in a way that reminds listeners of someone they know.

• How large is your market?
  • How many people could possibly buy your solution, how many you expect will buy it and who you will target first. Ex. TAM/SAM/SOM

• How will you reach these people? Your go-to-market strategy.

• Are there trends likely to influence this market?

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Business Model

• Tell us how you plan to make money?
  • Unit sales
  • Paid update releases
  • Subscription model
  • Service contracts
  • Licenses

• During your customer interviews, were you able to validate that this is the way customers are currently paying to solve this problem?

• Do you need strategic partners to make this model work? Tell us about them?

• Is there monthly recurring revenue? Point that out!
• Describe your competitors and how you are different. EVERYONE has competitors.

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Traction/Validation

• Summarize relevant milestones/traction achieved:
  • Customer interview #s
    • What did you validate or invalidate? What did you learn?
  • Product development stage (use a Gantt chart)
  • # of users/paying users (if none, how will you reach your first X#?)
  • Letters of intent secured
Team

• Describe Management Team
  • Qualifications
    • What experience do they have that makes them the right person for their role on the team?
    • Using clear headshots is a good idea.

• Key Advisors
  • Academic or business
Ask

• What one area do you need the most assistance with to move this idea forward?

• You have potential investors in front of you, how much are you asking them to invest?*

• What will you spend it on?

• How long will it last you?

*Most investors want to see how much $ you need to get you 18 mos. down the road. They want to be sure you have a solid understanding of the financial requirements beyond the tech.
Beneficial Back Up Slides

• Be prepared to answer questions from judges that may touch on these topics
Financials – 3 yr

Look for a basic template online or ask the Severino Center for this one.
Detailed Technical Slide

• IF ASKED, have this slide ready to do a deeper dive into the technical explanation of your solution.

• Use pictures, drawings and charts.
Future Funds

- Looking ahead, how much funding will you need to reach break even?