

# Student Business Concept Competition

in conjunction with the  
VT KnowledgeWorks Entrepreneurship Summit  
Skelton Conference Center at Virginia Tech, Blacksburg, VA  
April 2, 2009

## Presentation Guidelines

Presentation will be 10 minutes long followed by a 15-minute question and answer session. Power Point slide format is to be used for the presentation; slides need to be readable to an audience of at least 50 people.

Presentation is to focus on:

- Product or service and its market need
- Technology and development plan for the product or service
- Market and initial customer base or market segment
- Competitive advantage

Presentation Judging Criteria:

	Maximum Score
Clear Description of Product or Service and its Features	10
Concise Description of Underlying Technology and Required Development for Product or Service	25
Expected Customer Base and Match of Product/Service Characteristics to Their Needs	20
Market Size Description (growth rate, etc) and Initial Customers	15
Competitive Position in the Chosen Market	10
Value Proposition: Supports a Successful Business	20
<i>Total</i>	100