

Open Business Concept Competition
in conjunction with the
VT KnowledgeWorks Entrepreneurship Summit
Skelton Conference Center at Virginia Tech, Blacksburg, VA
April 7-8, 2009

Presentation Guidelines

Presentation will be about 15 minutes long followed by a 10-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 100 people.

Presentation is to focus on:

- Customer need being met by product or service
- Size of market opportunity
- Competitive position/advantage of product or service
- Business model and value proposition
- Financial projections and funding needs/sources

PowerPoint Presentation: about 10-12 slides:

Slide	Content
1	Company name & mission; team member names; date
2	Problem being solved: customer need being addressed, target market, market size; amplify on specific customer needs and bases for them
3	Company's response to customer need: products being proposed and their benefits, how the product/service fits in the value chain
4	Competitive advantage: describe, how is intellectual property protected
5	Competitive environment: competitors and their products' relationship to the company's offerings, how the company is changing the environment/ground rules/goal posts in the industry
6	Business model: how the product/service will be sold, how value is created and captured by the company
7	Key team members: their backgrounds/areas of expertise, missing competencies and plan to complete the team
8	Market entry strategy and plan: growth of revenues over initial five years
9 & 10	Financial summary: income statement & cash flow statement; balance sheet if appropriate
11	Funding needed: how much and its timeline, comparison of need with achievement of company successes
12	Summary of business opportunity presented by company: size of opportunity, why the company will succeed, expected company financial return on investment

Things to Remember while Preparing Business Concept Plan Presentation

- *Present a compelling argument for why this is a great opportunity and why it will support a viable business*
- *Focus on why you are different, why you will succeed*
- *Think in terms of graphs, pictures, tables, things people can easily understand*

- Clearly state your company mission: be concise, you have less than 30 seconds to hook the audience/investor
- State the problem you are focusing on within the target market(s)
 - How big is the problem and the resulting market
 - What is the total addressable market
 - Give examples of specific customer problems your company's products will address
- How is your product or service going to address **the identified problem** in the target market and problems your product or service creates for the customer
 - Describe the product and its benefits
 - Describe how you will address privacy, required changes in customer attitudes, distribution monopolies, or whatever
 - How does your product fit into the market/industry: what part of the total industry are you addressing, do you require partnerships with others serving the customer
- Do you have a technology edge; if so, describe it
- What is your competitive advantage in the marketplace
 - List the top 3 competitors
 - Highlight your advantages and why they will win the customer
 - Are you changing the ground rules or goal posts in the industry; if so, describe how
- If not already stated, how will you win in the market
- How will you sell the product: distribution channels
 - How will you use the existing industry infrastructure
- How will you make money
 - What is the customer willing to pay and what does it cost to provide the product or service
 - Show the gross profit or whatever shows that this is a viable business
- How will you get there: initial milestones
 - What is the market introduction strategy
 - How much money do you need to get there
 - What are the potential sources for the required funding

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	10
Expected Customer Base and Match of Product/Service Characteristics to Their Needs	20
Market Size Description (growth rate, etc)	10
Competitive Position in the Chosen Market	20
Value Proposition: How will the company make money	20
Funding Needs/Sources	10
<i>Total</i>	100