

BUSINESS CREATION COMPETITION



Presentation Guidelines:

Three main questions:

- What's the business?
- Is there a market?
- Are you the person to do it?

Guidelines:

- What is your product or service?
 - o Where did you get the idea?
 - o What problem or need does it solve?
 - o What value are you creating and for whom?
- Who are your customers?
 - o What do they look like? (Geographic/Demographic/Social attributes)
 - o Why would they buy your product or service?
 - o How do you find them?
 - o How do you deliver your product or service to them?
- How do you make money?
 - o What is your revenue?
 - o What are your expenses?
- What resources do you need?
 - o Financial, physical, intellectual property, human?
 - o How do you maintain these resources?
- Who are your key partners?
 - o What resources are they supplying for you?
 - o What activities are they performing for you?
- What are the most important activities you need to do and know to make your business work?
- What's your role? What do you need to do to make this work? Why do you want to do this?
What are you the person who can make this happen?
 - o Passion, understanding, knowledge, experience

Business Model Guidelines:

10 page maximum.

- Define the opportunity for your business
 - o The problem or need that is solves
 - o The drivers of the problem or need
 - o The extent of the problem or need
- Describe your business concept
 - o Your business idea
 - o Your product or service
- Your business model:
 - o Value Proposition
 - o Customer segments
 - o Channels and Customer Relationships
 - o Revenue Streams
 - o Key Resources, Activities, and Partnerships required
 - o Cost Structure (startup and operating costs)
- Bibliography
- Appendix (if needed)