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?
  - Where did you get the idea?
  - What problem or need does it solve?
  - What value are you creating and for whom?
- Who are your customers?
  - What do they look like? (Geographic/Demographic/Social attributes)
  - Why would they buy your product or service?
  - How do you find them?
  - How do you deliver your product or service to them?
- How do you make money?
  - What is your revenue?
  - What are your expenses?
- What resources do you need?
  - Financial, physical, intellectual property, human?
  - How do you maintain these resources?
- Who are your key partners?
  - What resources are they supplying for you?
  - 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?
  - 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)