



The Fowler Business Concept Challenge

Opus College of Business

UNIVERSITY OF
St. Thomas



**Semifinals Presentation &
30-Second Pitch
BUSINESS TRACK**

Semifinalist Deliverables



Each semifinalist team must prepare:

1. A **10-minute** (maximum) presentation and slide deck - to be presented live in front of judges on pitch day (Friday, November 21st)
2. A **30-second** pitch that one team member will share during the lunch program on pitch day (Friday, November 21st)



10-Minute Presentation and Slide Deck

Presentation Tips + Template



The following slides cover how to make a great 10-minute presentation of your business concept and provides a sample pitch deck. The sample is merely meant for guidance. Please add, delete, alter and customize this for your own purposes.

Key Elements of a Good Pitch



- Identify a real customer need
- Describe a solution that is **clear, understandable and meaningful** for some set of customers – articulate the value proposition to those customers
- Show your **advantage** over competitors
- Provide evidence of a large, growing market
- Explain how you will deliver the solution to your customer affordably and effectively, and how the venture will make money (revenue model)
- Tell us how it advances the common good
- Show why deal is good for the investor

First Slide: Company Name



Team Member Names

Opening Overview



Get the audience excited about your opportunity! Help them quickly understand the scale and impact of the problem you are solving and the value of your solution.

Some techniques for engaging them:

- **Link the topic to their experience:** *"How many of you have ever experienced this..." (make sure it is the kind of problem the audience has experienced and would love to have fixed)*
- **Paint a compelling picture with attention-getting statistics:** *"1 in 5 millennials suffers hearing loss. It can take less than 8 minutes of earbud use at high volumes for hearing to be damaged."*
- **Tell a story!** *Paint a picture of a particular person who is experiencing the problem you are solving, how it impacts them, and how you can transform their experience."*

Expand on Customer Need



- **Identify a real need** – an unsolved problem or a problem that could be solved in a better way
- **Specify who needs your help** – Who is the customer? How do they experience the problem and how does it impact their lives? What solutions have they tried and what are the shortcomings of those solutions?
- **Explain why customers will pay for a solution**



Describe Your Solution

Provide a mockup of the product or service.

For example,

- If it is an app, provide screen shots.
- If it is hardware, provide an illustrative representation.
- If it is a process or service, outline or diagram the process/service.

Offer a Value Proposition



- **Explain how and why your solution solves the customer's problem**
- **Describe the specific benefits** (example benefits below):
 - Does it generate more revenue for customers?
 - Does it cut customer time, effort or costs?
 - Does it increase customer efficiency, physical or emotional well-being, social connection, etc.?
 - Does is it allow customers to do something in a different and better way?
- **Show how it's better than alternatives**

Show Your Advantage Over Competitors



- Explain why your effort is distinctive
- Show why it's not easy for competitors to enter
- Explain why customers can't switch suppliers easily
- Reference your competitive advantage (patents, expertise, scale)

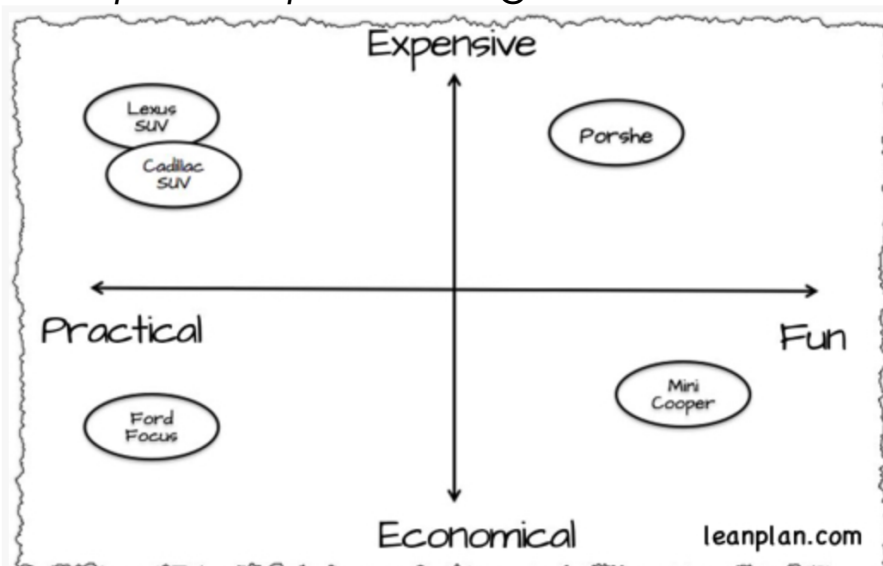
Summarize Competitive Landscape

Provide some form of competitive landscape analysis

Competitive feature analysis:

	My Offer	Competitor 1	Competitor 2	Competitor 3
Price	Low	High	High	High
Speed	Fast	Medium	Slow	Fast
Maintenance	None	Medium	High	Medium

Competitive positioning matrix:



Provide Evidence of a Market Opportunity



Provide evidence the market exists, is large, is growing

- How many people experience this problem/ fit your target description? How many people can you impact/ or the number of customers you can reasonably address?
- How much money is currently spent in this or related space? (in order to demonstrate that demand exists)
- Why is this a good time to launch this venture – are there any market/industry/technology trends that create a particularly compelling window of opportunity?

What is Your Business Model?

How will you **deliver this solution to your customer** affordably and effectively, and how will the **venture make money** (revenue model)?

- Who is going to pay for this? The end user? Someone who purchases for an end user? Another stakeholder (e.g. Love Your Melon)?
- How will they pay for this? (Fee for service? Subscription? Freemium? Licensing?)
- Provide enough explanation of how you will provide this product/service that your audience will see why it is feasible to do
- What are the largest costs and why do you feel these revenues will be able to cover them?

Why Should Someone Invest?



Why would this business be attractive to potential investors interested in a substantial financial return?

Team



(Member 1 Name)

(Member 1 Role on team)

(Member 1 Key facts that make them an asset)

(Member 2 Name)

(Member 2 Role on team)

(Member 2 Key facts that make them an asset)

Explain why you are the person/people to do this!

Why Should Judges Be Excited About Your Concept?



Provide a product positioning statement:

- To: [target customer], our [product] is the one [category] that [key benefit], unlike [nearest alternative].
- Example: *For consumers who want to purchase a wide range of products online with quick delivery, Amazon provides a one-stop online shopping site that sets itself apart from other online retailers with its customer obsession, passion for innovation, and commitment to operational excellence.*
- Remind them of any other facts – market trends, competitive advantage, etc. – that make this an exciting opportunity

Tip: Engage Your Audience



- Be relaxed and conversational but express conviction for your ideas
- Posture matters – stand straight, don't pace or fidget and make eye contact with your audience
- See yourself as telling a story
 - Pick words that create a visual image in listener's mind
 - Choose powerful words that grab attention
- Prepare ahead of time for questions they might ask, so you can stay relaxed and energized during Q&A

Tip: Keep Slides Simple, Visual and Clean



- One idea per slide
- Aim to use visuals more than words
 - Use charts and graphs to convey quantitative information
 - Use simple visuals/photos and minimal for qualitative information that can't be graphed.
- Check out [this link](#) for examples of great pitch decks (**ctrl + click "this link"**)

Example: Early AirBnB Pitch Deck

Welcome 1

AirBed&Breakfast

Book rooms with locals, rather than hotels.

This is a PowerPoint reproduction of an early AirBnB pitch deck via Business Insider @ <http://www.businessinsider.com/airbnb-a-13-billion-dollar-startups-first-ever-pitch-deck-2011-9>

Problem 2

Price is an important concern for customers booking travel online.

Hotels leave you disconnected from the city and its culture.

No easy way exists to book a room with a local or become a host.

Template by PitchDeckCoach.com

Solution 3

A web platform where users can rent out their space to host travelers to:

SAVE MONEY
when traveling

MAKE MONEY
when hosting

SHARE CULTURE
local connection to the city

Template by PitchDeckCoach.com

Market Validation 4

630,000
on temporary housing site
couchsurfing.com

17,000
temporary housing listings on SF
& NYC Craigslist from 07/09 – 07/16

Template by PitchDeckCoach.com

Market Size 5

1.9 Billion+
TRIPS BOOKED (WORDLWIDE)
Total Available Market

532M
BUDGET & ONLINE TRIPS
Serviceable Available Market

10.6M
TRIPS W/AB&B
Market Share

Template by PitchDeckCoach.com

Product 6

SEARCH BY CITY → REVIEW LISTINGS → BOOK IT!

Template by PitchDeckCoach.com

Business Model 7

We take a 10% commission on each transaction.

10.6M
TRIPS W/AB&B
Share of Market

\$20
AVG FEE
\$70/night @ 3 nights

\$200M
REVENUE
2008-2011

Template by PitchDeckCoach.com

Competition 9

OFFLINE TRANSACTION ← → ONLINE TRANSACTION

EXPENSIVE ← → AFFORDABLE

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Competitive Advantages 10

1st TO MARKET
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero.

HOST INCENTIVE
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero.

LIST ONCE
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero.

EASE OF USE
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero.

PROFILES
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero.

DESIGN & BRAND
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero.

Template by PitchDeckCoach.com



30-Second Pitch

Setting Up Your Pitch



- Your goal is to be clear, succinct and compelling!
- One team member, standing and dressed professionally, delivers the pitch
- Remember: 30 seconds max! A 30-second pitch can be practiced 20 times in 20 minutes so be sure to practice to the point where it is effortless!

The 30-Second Pitch



1. Start strong!
 - Grab them with a story, a question, a bold claim that relates to the need you are addressing or the solution you are providing
2. Keep it simple and clear
 - Don't bog down in details. Stick with crisp summaries
 - Here is the problem and why it is important
 - Here is our solution and why it meets the needs of our customers better than anything else out there
 - Here is how we are going to make it happen profitably
3. Close strong!
 - What's the most important thing you want your audience to remember? What is a memorable, creative way to accomplish that?