



Fowler Business Concept Challenge

Opus College of Business

UNIVERSITY OF
St.Thomas



**Semifinals Presentation &
30-Second Video Pitch
SOCIAL 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."*

Describe the Problem in Greater Detail



- Describe the problem
 - What is the problem?
 - What causes the problem?
 - How is the problem experienced by the people affected?
- Why does it matter? What is the impact at an individual and societal level? What is the scale of the impact?
- Why is it solvable? How would the world be different if it was solved?

Who Experiences This Problem and How



Provide more detail about the people you will target with this offering.

- Who are they? (e.g., demographic and psychographic description)
- How do they experience the problem?
- How does the problem impact their lives?
- How do they try to solve the problem today?
- What are the constraints they operate under that make it difficult to solve the problem?
- What are the enablers, if any, that make it possible for you to serve them?



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 your customer's problem
 - How will the people you serve be impacted by your solution - how will their lives change for the better?
- Are there other "customers" or stakeholders you must serve to deliver or fund your solution or impact? (for instance, Love Your Melon sells hats to consumers in order to raise money to donate hats and funds for children experiencing cancer and to the nonprofits that serve them).
 - Who are these customers?
 - Why will they want your offering?

What is Your Compelling Advantage?



- How is your solution different from and superior to other solutions in the market?
 - What other solutions are out there?
 - What are their strengths and weaknesses?
 - What are the gaps and opportunities?
 - What is distinctive about your approach and organization?
- How does your solution create exceptional value for all it serves?

Summarize the Competitive Landscape

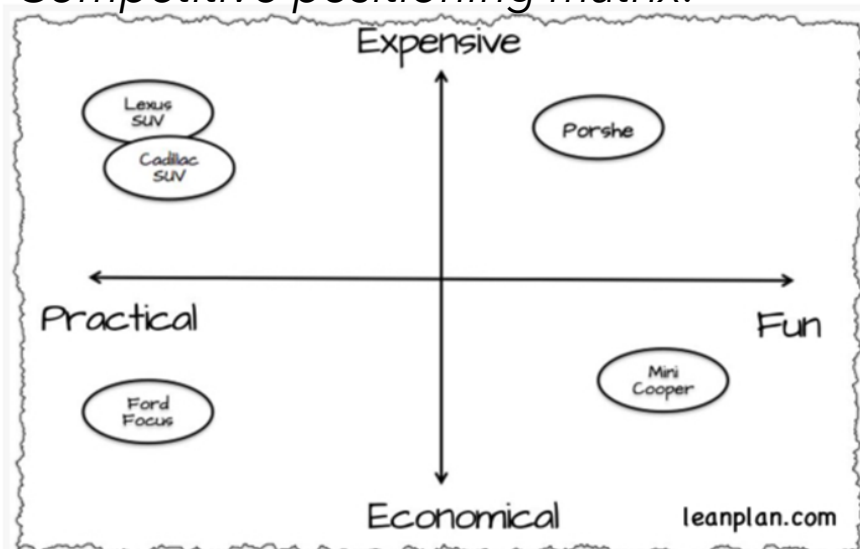


Provide some form of competitive landscape analysis

Competitive feature analysis:

	My Offer	Competitor 1	Competitor 2	Competitor 3
Ease of use	Low	High	High	High
Cost	Fast	Medium	Slow	Fast
Maintenance	None	Medium	High	Medium

Competitive positioning matrix:



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?

What is the Potential Social Impact?



- How many people can you impact/ or the number of customers you can reasonably address?
- What will the societal impact be if you can serve these people?
- How will you measure the success of your venture? What measures or metrics will you use (e.g. number of clients fed; decrease in chemical run-off, etc.)

Team





(Member 1 Name)
(Member 1 Role)
(Member 1 Key Facts)

(Member 2 Name)
(Member 2 Role)
(Member 2 Key Facts)...

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

Summarize Why Judges Should Be Excited About Your Concept



Recap:

- What makes your problem an important one worth solving?
- Why can your solution generate positive social impact?
- How does your concept represents a new and better way to tackle a pressing social problem?

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.

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

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

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

Product 6

SEARCH BY CITY → REVIEW LISTINGS → BOOK IT!

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

Competition 9

AFFORDABLE

EXPENSIVE

OFFLINE TRANSACTION

ONLINE TRANSACTION

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.



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?