



The Big Idea: Team Materials 2020

Each team is required to develop four documents as part of the competitive process.

1. Core Value Statement
2. 1-2 page Executive Summary of the Start up
3. Business Model Spreadsheet
4. 1-15 Slide Presentation Deck (with an additional 5 reference slides can be included)

1. Core Value Statement

This is a concise statement of the core value of startup. Sometimes it's referred to as the elevator pitch or a 'burning match statement.' In one or two lines, answer the question of "What does your startup do, and why should a prospective customer (or investor) care about it"? Again, a short statement that captures the essence of your idea.

2. 1-2 page Executive Summary

Ideally one page but not more than two that gives a brief description of your plan for the business. The Executive Summary should: (a) establish the target market; (b) explain how your startup provides an innovation that can penetrate or disrupt the market; (c) include the key features, technology, or innovations of your startup idea; (d) address how you will "monetize" or exchange value; (e) include a statement about the status of your venture; (f) offer some details about your team and explain why your team is relevant to the venture; and, finally, (g) touch upon what you need in order to take the next steps forward with your venture. Again, preferably all in one page (single-spaced is acceptable).

3. Business Model spreadsheet

The spreadsheet shows all the assumptions or theories about your venture. Generally, business models are driven by acquiring customers or clients. Your model should uncover assumptions about revenues as well as expenses. Ultimately, it will roll up into some form of financials, but the key is to build the model from the bottom up, based upon your theories about the venture. Ideally, your model should account for the next projected 3-5 years for your company.

4. 10-15 Slide Presentation Deck

This is your “pitch deck”. It should cover similar topics as the Executive Summary but in presentation form. As a result, you can include visuals, audio, video, and other elements. The first slide may be your Core Value Statement. One or two slides should present the market ‘pain’ or problem you’re addressing, including descriptions of your market. One or two slides will speak to your solution. One or two slides may talk about current traction with target customers or progress in the venture. (This could include a product demo or similar illustration.) One slide should present the team members. Another slide needs to include the financial model for the venture in brief. The final slide of the deck will be the “ask” – what are you asking from the judges in terms of an investment? How far will that investment get you in the venture? If it won’t fully fund your venture, then what are the next steps?

Suggested order of your Big Idea Pitch Deck: Brand/logo

Slide 1

Slide 2

Slide 3

Slide 4

Slide 5

Slide 6

Slide 7

Thank you/Questions

burning match statement (core value proposition) problem [one to two slides]

solution [one to two slides]

how

status

finance (graph)

ask (\$ for first year to get idea/venture up-and-running)