

## Inter House Business Model Presentation (Session 2019-20)

### Class: XI-XII

#### Pitch Deck Presentations

Each team should have a professional pitch deck consisting of a PowerPoint or other presentation media, and models, prototypes, signage and displays are encouraged. Pitch Deck presentations are limited to 15 minutes and will be followed by 5 minutes of Q&A by the experts judging panel. The public is welcome to view presentations and teams may attend other presentations after they have completed their own presentation. **Number of members in each team should not be more than 8**, but presentation will be done by **not more than 5 students** and each student member should be present at the competition and be prepared to support their business plan.

#### Evaluation Criteria

The competition will simulate the process of entrepreneurship. Teams should approach the competitions as any new venture team would approach the marketplace. The judges will evaluate your pitch and plans as they would any business opportunity and then decide the feasibility of investment. Build your plan, practice your pitch, develop a great pitch deck, and then put it all on the line at the competition.

#### Factors that influence the judges include:

1. Clarity, completeness, and persuasiveness of the oral presentation.
2. The usefulness and quality of the business plan concept and model (e.g., product, technology, service).
3. The market potential of the proposed venture (does demand of concept exist).
4. Milestones expressed in the business plan.
5. The quality of the team members' responses to questions from the judges.

#### Evaluation Parameters of Participants:

Strength of Idea	Presentation (25)		Rebuttal	Time management	Total
	Content	Communication			
10	15	10	10	5	50

## SUGGESTED FORMAT

<p style="text-align: center;"><b>1. <u>Executive Summary</u></b></p> <ul style="list-style-type: none"> <li>❖ Business idea or concept</li> <li>❖ Target market</li> <li>❖ Competitive advantages</li> <li>❖ Financial summary</li> <li>❖ Funding requirements: what do you need?</li> </ul>	<p style="text-align: center;"><b>2. <u>Business Overview</u></b></p> <ul style="list-style-type: none"> <li>❖ Company description and business model</li> <li>❖ Value proposition-financial</li> <li>❖ Value proposition—(social)</li> <li>❖ Vision</li> <li>❖ Current Status</li> <li>❖ Current or committed funding and all funding sources</li> </ul>	<p style="text-align: center;"><b>3. <u>The Market Opportunity</u></b></p> <ul style="list-style-type: none"> <li>❖ Why is this great idea?</li> <li>❖ Describe and define the problem</li> <li>❖ Competitive Analysis (analysis of the current competition and assessment of why the problem is not being solved by competitors)</li> </ul>
<p style="text-align: center;"><b>4. <u>The Market</u></b></p> <ul style="list-style-type: none"> <li>❖ Identification of the Customer(s)</li> <li>❖ Industry analysis and forecast (Comparative Analysis, find a company in a similar space or with similar market; and compare their growth rated, etc. to your model)</li> <li>❖ Market size, analysis and forecast</li> </ul>	<p style="text-align: center;"><b>5. <u>Financial Analysis and Funding Request</u></b></p> <ul style="list-style-type: none"> <li>❖ Outline overall financial model and funding analysis.</li> <li>❖ Explain how you will use the funding to support/start this business venture and sustain it beyond the initial funding.</li> <li>❖ Return on Investment (ROI)</li> </ul>	