

## Sample Format and Contents for: 2017 New York Business Plan Competition

Allotted presentation time – 10 minutes\*  
5 minutes for Q/A\*

**Nonproprietary information only**

\*The exact timing is subject to change based on the number of teams that participate

Note: This template is intended to provide guidance and assistance in preparing your presentation for the event. It is not meant to be prescriptive – this is your story!



## Recommendations

- No more than 10 slides. Most speakers do 1 slide a minute
- Limit technical slides to 2. Remember this is a business plan competition, not an invention competition.
- Back your claims up with data. Don't say it is a high growth market; say it is growing at an annual rate of 15%.



## Company Name

Value Proposition: Why your customers need your product in 15 words or less.



## Problem

- Describe the challenge facing a consumer.
- Use metrics to quantify its impact.
- Hint: Investors love numbers. (Believable ones)



## Our Solution

- Describe your product
- Explain how it solves the problem in a way that is disruptive.
- Technology company note:
  - Know the difference between a technology, invention, and a product
    - Your technology is the science that will make a product valuable.
    - Invention is the mechanism that uses the science (often what is patented).
    - Your product is what your customers will ultimately buy.



## Market

- Size of markets and growth rate (Be specific)
- How to reach these markets (go-to-market strategy and distribution)
- Other trends likely to influence market



## Business Model

- Business concept – How will business generate sustainable profits?
- Who are key customers? (names, demographic profile etc.)
  - Who is your target customer?
  - How will you reach them?
- Customer discovery – Show that you have talked to customers and they are excited about your product. (Letters of intent, etc. are a huge bonus)



## Competitive Landscape

- **Industry**
  - Key competitors
  - How to deal with competition in the market
  - What is your competitive advantage?

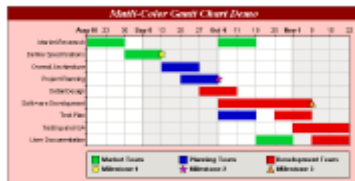


## Work Plan

### • Gantt Chart

#### Include

- Achievements to date
- Technical milestones
- Commercial milestones
- 3 year horizon
- Financial needs



Include your ask. How much do you need and what will you do with it?

**Rule of Three: It will take 3Xs more money and time than you could ever imagine.**



## Company Name

- **People**
  - Management team and relevant experience
    - Focus on education
    - Include industrial and entrepreneurial experience
  - Other key people and advisors
  - Any organizations, incubators, etc offering you assistance.

Include professional headshots



## Backup slides

- Detailed technical slides
- Financials

