

5-Minute Guidelines

Overall Considerations

- You will have 5 minutes to present. Keep presentation concise and to the point as we will stop you at 5 minutes. This will be followed by up to 5 minutes of questions and answers.
- Assume your audience is business people without direct experience in your industry.
- Keep presentation 'jargon-free'. Remember, we don't know your industry.
- Practice your presentation to make sure it can be delivered in the time allotted.
- Limit the number of slides in your formal presentation to no more than 12 slides. While slides may be helpful in reinforcing your point, we are primarily interested in your ability to explain your proposition. Of course, you may want to have some additional slides readily accessible to support your answers during the question and answer session.

Presentation Contents

We recommend you cover the following topics when preparing your presentation for our review:

Team Overview (30 seconds)

- Team history
- Summarize the product and/or services you've developed (prior to this event)
- Why is this team the right team for this project?

Customer Problem (30 seconds)

- Describe the customer pain that you are addressing. Be explicit on whose pain it is, how serious the pain is, and how important it is for them to solve the problem.
- Describe what the customer would like to do that isn't possible or is too difficult or expensive today (the customer's desired state).
- Be sure to describe in the customer's terms.

Solution/Demonstration (1.5 minutes)

- Explain how you alleviate this pain. Clearly describe what you provide and the benefits it delivers to your customer.
- Clearly state your value proposition as a quantifiable benefit to your target customer. Compared to existing alternatives (and 'do nothing')
- Describe benefits in terms of: Increase in revenue and/or reduction in costs, speed (time), accuracy, and/or reliability. Provide an estimated return based on assumptions.
- Explain (demonstrate) the current status of your product or service, and what the near future looks like

Sales and Marketing (1.25 minutes)

- Describe the market segment this customer belongs to, and how you are going to reach the segment. Quantify the addressable market for your product in this segment.
 - Demographic – physical attributes
 - Geographic – location-specific attributes
 - Psychographic – lifestyle attributes
- Explain how you make money: who pays you, your channels of distribution, and your gross margins.
- Explain how you charge:
 - One time, annual license, service contract, consulting contract, etc.
 - Example of revenue from one ideal customer based on model above. If possible use numbers from a real account.

Competition (30 seconds)

- Describe your company's key differentiation (cost, features, customer service, channel, focus, etc), and how you will maintain or grow these advantages
- Explain why you have the 'best available' solution for solving the problem for your target market.
- Describe how you compare to your key competitors on the key competitive factors. Compare to both direct and indirect competitors.

Next Steps (30 seconds)

- Use of award