Sample Format and Contents for NYBPC Presentation

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%.

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

[Market diagram with TAM, SAM, and SOM]
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.

Backup slides
- Detailed technical slides
- Financials