

Data Science and Technology Entrepreneurship

Computer Science 6998-4, Business School – B8848-1

Spring 2013

Final Presentation & Demo Guidelines

Event Date: May 7th Tuesday, (1 pm to 4:30 pm)

Event Location: URIS 142

Part 1. Send us the presentation slides by 11:59 pm May 6th

- Maximum presentation length (4 minutes)

Part 2. Executive Summary

- Please write a 1-3 page Executive Summary. You can use parts of your Final Report and Business Canvas for the executive summary. You can use either of the following template: <http://www.entrepreneur.com/formnet/form/653>
OR <http://www.entrepreneur.com/formnet/form/459>

Part 3. Pitch Presentation Guideline

1. Pitch presentation cannot be more than 4 min long
2. You may want to talk about components of lean model canvas
 - a. Customer segments, problem, unique value proposition, solution
 - b. Competitive advantage, channels, market size, cost structure, and revenue model
3. Customer Validation
 - a. Analysis of customer interviews
 - b. How your assumptions have been validated
 - c. How your assumptions may have been proven wrong
 - d. Interesting discoveries about customers
 - e. Were your assumptions valid?
 - f. Did you pivot? If you did explain why
4. You should also do a very short teaser demo of the product.

Part 4 . Demo Guideline

After the short 4 min pitch presentations, where you would have given a teaser demo of your product, you have 1 hour to demo your product to the judges, mentors and guests. You will have a table where you can display 2 of your devices for the demo. Device 1, laptop/tablet/smartphone, should be used for the demonstrating your web or mobile application. Device 2 should be used for the displaying your pitch presentation. Also make a few copies (12+) of executive summary that you can distribute to the judges during the demo.

Submission Process:

Upload your slides (pdf, keynote, powerpoint) to your team google account and share the link with us.

Remember to add the following in your email subject line

DSTE – Final Pitch – Team Name