

Data Science and Technology Entrepreneurship

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

Spring 2013

Initial Pitch Presentation Guidelines

Event Date: Feb 20th Wednesday, (4:10pm to 6:45pm)

Event Location: 311 Warren Hall

Part 1. Send us the presentation slides by 3 pm Feb 20th

- Maximum presentation length (6 minutes)
- Question Answering/Feedback from judges (6 minutes)

Part 2. Presentation Guideline

Since this is an initial pitch without any MVP, you may want to focus on the problem you are solving, value proposition and customer validation based on feedback you have obtained from potential customers. Nevertheless here are a few topics that you may want to include in your presentation.

1. Elevator pitch using template discussed in the class
2. Components of Lean Model Canvas
 - a. Customer segments, problem, unique value proposition, solution
 - b. Know your competitive advantage, channels, market, cost structure, and revenue model
3. Customer Validation
 - a. Analysis of customer interviews
 - b. What did you find out from the questions you asked your customers and data you have collected?
 - c. Were your assumptions valid?

You are required to present the following:

4. Mockup
 - a. User Interface mockup
 - b. Describe user interaction in the presentation

Optional assignment:

5. Website
 - a. Have a running website in AWS or other webservers
 - b. Add your mockup and any relevant information in your website

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 – Initial Pitch Presentation – Team Name