

Data Science and Technology Entrepreneurship

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

Spring 2013

Initial Pitch Presentation Guidelines

Event Date: April 3rd Wednesday, (4:10pm to 7:30pm)

Event Location: 208 Warren Hall

Part 1. Send us the presentation slides by 11:59 pm April 2nd

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

Part 2. Add both lean canvas from Assignment 2 and the latest lean canvas in the Appendix of your slides (2 consecutive slides)

- Judges would like to see how you have progressed from initial idea to your current stage. Judges would like to see the difference between your first and the latest lean canvas. We will be sending out the slides to the judges 12:00 AM April 3rd, so please make sure you send the slides by the date and time mentioned above.

Part 3. Presentation Guideline

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. 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

You are required to present the following:

4. Product Demo and Technical Challenges
 - a. Add the link to the demo in your slides
 - b. Describe user interaction in the presentation
 - c. Demo the product
 - d. Describe technical challenges you faced and addressed when you built the product

5. Marketing Website (Part 1.b from Assignment 3)
 - a. If your product is a website then you do not need to build a separate marketing website. If your product is a physical hardware product show your marketing website to the judges. Have a running website in AWS or other webservers

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 – Second Pitch Presentation – Team Name