iLaunch Presentation guidelines:

- If selected to move forward, you'll have **10 minutes** to pitch your business idea and Business Model Canvas. Depending on the number of slides you have, this may be **less than 1 minute per slide**. Keep this in mind as you develop your presentation.
- Create a professional looking presentation, complete with your business logo and color scheme.
- Less is more! Use bullet points and images in place of sentences and paragraphs.
- Make sure fonts are large enough to be legible from the back of a standard lecture room.
- Spend the majority of your presentation explaining your business, commercialization strategy, and market opportunity—not just the technology.
- Aim to spend no more than 2–3 minutes on the problem and solution combined, leaving the remaining time for your business model, commercialization strategy, and execution plan.
- Tell a story. Rather than reading slides, walk judges through why this problem matters, why your solution is different, and why your team is positioned to succeed.
- Judges are evaluating both **the opportunity** and **your ability to execute it**. Clearly explain:
  - Why this problem matters
  - Why your solution is different
  - Why now
  - Why your team
- Review the categories on which you will be judged. Make sure your presentation clearly addresses all critical areas. The TTU iLaunch Scorecard categories can be found within the iLaunch Guidelines Document on the TTU iLaunch Program website.
- Set the slide format to Widescreen (16:9). In PPT, this is found under **Design-->**Slide Size--> Widescreen (16:9)
  - No animations or transitions allowed
  - Do not use Google fonts as they will change when dropped into PowerPoint.

Requested Presentation Content - The following sections align with the Business Model Canvas framework. Teams should use these categories to explain how their venture creates, delivers, and captures value.

1. Title Slide
    a. Company Name should be displayed clearly and presenter name underneath it.
2. Company/Hook
    a. Provide an overview of the Company/Project.
    b. Explain the key highlights of why this project/company is innovative or impactful.
    c. Consider opening with a compelling statistic, customer story, or statement that highlights the importance of the problem you are solving.
3. Problem
    a. Clear statement of the problem your customers/users.
    b. Explain why this problem is significant and worth solving.
    c. Use statistics, quotes, or case studies to illustrate the impact.
4. Solution
    a. What is your solution to the problem?
        i. A clear description of your product or service. That solves the market problem.
    b. Focus on its core features and functionalities.
    c. Highlight the primary benefits to your target customers.
    d. Include visuals like:
        i. Product images, prototypes, or screenshots (for software).
        ii. Diagrams or infographics that illustrate how the product works.
        iii. A simple table or list summarizing features and benefits.
5. Customer Segment
    a. Who needs our solution?
    b. Who is the primary customer/user?
    c. Describe your target customer (demographics, industry, behaviors, or characteristics).
    d. Are there multiple customer segments? If so, who are they?
    e. How many people need our solution right now?
    f. How many will eventually need it?
6. Value Proposition
    a. What makes your product, service, or technology uniquely valuable to your target market?

   b. Explain how what you offer addresses their specific needs or challenges.
7. Competition
   a. Who are your competitors and how do you stack up against them? Explain why customers would choose you instead of existing alternatives. Consider alternatives customers currently use, including doing nothing or existing manual processes. A table is a great way to display this:

Features	**My Company/Product**	**Competitor #1**	**Competitor #2**
Feature #1	✓		
Feature #2	✓	✓	
Feature #3	✓		✓

8. Channels
   a. How do we deliver our solution to our customer?
   b. Where will customers find our solution?
   c. What are the primary methods you will use to reach your customers (e.g., online, partnerships, sales teams, distributors)?
9. Customer Relationships
   a. How will you acquire customers?
   b. How will you retain customers?
   c. How do you grow your customer base?
10. Revenue Streams
   a. How will we get paid for the solution we provide?
   b. What is your pricing strategy?
   c. Why will customers pay?
11. Key Activities
   a. What do you need to do in order to produce, market, and deliver our solution?
12. Key Resources
   a. What do you need to have in order to produce, market, and deliver our solution?
13. Key Partners
   a. Who do you need to work with in order to produce and deliver our solution?

14. Cost Structure
    a. How much will our key activities, resources, and partners cost us?
    b. What are your largest expected costs?
    c. What does it cost to deliver your product or service?
15. Next steps in Commercialization & Venture Creation
    a. What are your venture next steps to ensuring & establishing a startup?
        i. Best to put a timeline.
        ii. Will you do any Hub programs after iLaunch like Accelerator
16. Broader Impact
    a. What impact does your product/technology/service have on society and the local community?
17. Team Overview
    a. Names, roles, and relevant expertise of key team members.
    b. Highlight experience or achievements that contribute to your startup's success.
    c. Add photos and brief descriptions for a personal touch.
    d. **It is recommended to have this slide at the end.** If you go over time, critical company or product information won't get cut.

Optional: Demo / Product Showcase

- If applicable, include a brief demonstration of your product, prototype, technology, or customer experience.
- Use this opportunity to show judges how your solution works and why it effectively addresses the problem you identified.
- Keep demos concise and focused on the most important features or customer value.
- A strong demonstration can help bring your idea to life and make your venture more memorable.

Optional: Competitive Advantage / Intellectual Property Strategy

- Explain what makes your solution unique and difficult to replicate.
- If applicable, highlight intellectual property such as patents, trademarks, copyrights, trade secrets, proprietary technology, or licensing agreements.
- If formal IP protection is not part of your strategy, describe other competitive advantages such as unique partnerships, expertise, data, processes, or market positioning.

- Focus on how your venture maintains an advantage over competitors and creates long-term value.

Final Reminder: Your presentation should tell a clear story about your venture: the problem you are solving, why your solution matters, who your customers are, how you will build a sustainable business, and why your team is positioned to succeed.