

iLaunch Presentation guidelines:

- 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.
 - 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.
 - 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.
 - 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.
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Your Goal

You have **7 minutes** to convince the judges that you have identified a real problem, developed a compelling solution, understand your customer and market, and have a plan to turn your idea into a viable startup.

Remember: **This is a business pitch!**

Tell a story. Be clear. Show enthusiasm. Use visuals. Demonstrate your product when possible. Most importantly, give the judges a reason to believe that **your startup is worth backing**.

1. Hook + Problem

Recommended Time: 45 seconds

Start strong. You want the judges and audience to understand immediately **what problem exists and why they should care about it**.

Explain:

- What problem are you solving?
- Who experiences this problem?
- How significant or painful is the problem?
- What happens if the problem isn't solved?

Whenever possible, use a real example, customer story, statistic, or scenario rather than simply describing the problem.

Example: "Every semester, thousands of college students throw away usable furniture because moving it home costs more than the furniture itself. At the same time, incoming students are spending hundreds of dollars buying those same items new. We believe there is a better way."

2. Customer + Market Opportunity

Recommended Time: 45 seconds

Tell us **who needs your solution and how large the opportunity could be.**

Be specific about your customer. "Everyone" is rarely your customer.

Explain:

- Who is your primary customer?
- Who actually pays for the product or service?
- Who will you target first?
- How large is the potential market?
- Is this market growing?

You do not need to overwhelm the judges with industry statistics. Use a few meaningful numbers that demonstrate that a real business opportunity exists.

Instead of: "Our target market is college students."

Try: "We're starting with students living in large off-campus apartment communities near universities. At Texas Tech alone, thousands of students move in and out of these properties every year. Once we've proven the model in Lubbock, the same problem exists in college communities across the country."

3. Your Solution

Recommended Time: 1 minute 15 seconds

Now show us what you built or what you are proposing.

Explain:

- What is your product or service?
- How does it solve the customer's problem?
- How does it work?
- What is the customer's experience?
- What makes the solution valuable?

Show rather than tell whenever possible.

If you have a prototype, app, physical product, mock-up, video, rendering, or other visual, use it.

For example: "A student opens our app, selects their apartment complex and lists the furniture they don't want to move. Incoming students can purchase those items before arriving on campus. Instead of moving a couch across Texas, that couch may move two floors."

Avoid spending several minutes explaining every feature. Focus on the features that solve the customer's biggest problem.

4. Validation + Evidence

Recommended Time: 1 minute

This is where you demonstrate that your idea is based on **more than your own assumptions**.

Tell us what you have done to determine whether customers actually have this problem and want your solution.

Evidence might include:

- Customer interviews
- Surveys
- Pre-orders
- Sales
- Pilot programs
- Letters of intent
- Waitlists
- Website traffic
- Prototype testing
- Partnerships
- User feedback
- Repeat customers

Early-stage startups are NOT expected to have everything figured out. We want to see that you are actively testing your assumptions and learning from potential customers.

Example: "We interviewed 42 students living in three apartment communities. Thirty-one told us they had thrown away or given away furniture during a previous move. Twenty-six said they would consider buying used furniture directly from another student if pickup could happen within their apartment community."

If you already have revenue or customers, **tell us.**

5. Competition + Your Advantage

Recommended Time: 45 seconds

Every startup has competition.

Your competition may be another company, but it can also be the way customers currently solve the problem themselves.

Explain:

- What alternatives exist today?
- Who are your primary competitors?
- What do customers currently do instead?
- Why would someone choose you?
- What is difficult for competitors to copy?

Do not say, "We don't have any competitors."

If customers are solving the problem somehow today, you have competition.

Example: "Students can currently use Facebook Marketplace, Craigslist or simply give furniture away. Those platforms weren't designed around university move-in and move-out. Our advantage is creating a closed marketplace organized around specific university communities, apartment properties and move dates."

6. Business Model

Recommended Time: 45 seconds

Explain **how this becomes a business or already is one.**

Answer:

- Who pays you?
- What do they pay?
- How often do they pay?
- How will you make money?
- What are your major costs?

Keep this simple.

Example: "We charge a 10% transaction fee on every item sold through the platform. A \$200 furniture purchase generates \$20 in revenue. Longer term, apartment communities could pay an annual partnership fee to offer the service as a resident amenity."

If you haven't finalized pricing yet, that's okay. Explain what you are currently testing and why.

7. Go-to-Market + Next Steps

Recommended Time: 45 seconds

Having a great product doesn't matter if you can't reach customers.

Explain **how you will get your first customers and what happens next. If you already have customers, how will you grow?**

Tell us:

- How will customers discover you?
- Where will you reach them?
- Who are your first partners?
- What is your next major milestone?
- What will you accomplish in the next 3–6 months?

Avoid simply saying: "We will use social media."

Be specific.

For example: "Rather than spending heavily on digital advertising, we're starting with partnerships with three large student apartment communities. That gives us direct access to residents during the exact period when they are deciding what to do with their furniture."

The judges should finish this section thinking:

8. The Ask + Strong Close

Recommended Time: 1 minute

Finish with purpose.

The top award is **\$10,000**, so tell the judges exactly what that funding would allow you to accomplish.

Show a simple Use of Funds

For example:

Use	Amount
Product Development	\$4,000
Customer Pilot	\$2,500
Testing/Manufacturing	\$2,000
Customer Acquisition	\$1,500
Total	\$10,000

Your actual categories should reflect **your startup's needs**.

Do not simply tell us what you will **spend** the money on. Tell us what that spending will **accomplish**.

Stronger: "\$4,000 will allow us to complete the next version of our prototype and place it with 20 pilot customers."

Weaker: "\$4,000 will be used for product development."

End With a Milestone

Finish this sentence: "**If we receive \$10,000, within the next 90 days we will _____.**"

Your answer should be measurable.

Examples:

- Complete and test a working prototype with 25 customers.
- Launch our pilot in three locations.
- Manufacture our first 100 units.
- Acquire our first 50 paying customers.

- Complete regulatory testing.
- Generate our first \$10,000 in revenue.

Then finish with **one memorable closing statement** that reinforces why your startup matters.

The judges should finish your presentation thinking: "**I know exactly what they will do next—and I want to see them do it.**"

Recommended 7-Minute Pitch Flow

Section	Time
1. Hook + Problem	0:45
2. Customer + Market Opportunity	0:45
3. Solution / Demonstration	1:15
4. Validation + Evidence	1:00
5. Competition + Advantage	0:45
6. Business Model	0:45
7. Go-to-Market + Next Steps	0:45
8. The Ask + Strong Close	1:00
TOTAL	7:00

Presentation Expectations

DO:

- **Tell a story.** Help us understand why this problem matters.
- **Show us your solution.** Demonstrations, prototypes and visuals are encouraged.
- **Use evidence.** Tell us what you have learned from real customers.
- **Know your numbers.** Understand your market, pricing and business model.
- **Be specific.** Avoid broad statements that aren't supported by evidence.
- **Show enthusiasm.** You should be the person most excited about your startup.
- **Practice.** Seven minutes goes quickly.
- **Finish strong.** The audience should remember your startup after you leave the stage.

DON'T:

- Read directly from your slides.
- Fill slides with paragraphs of text.
- Spend several minutes explaining the technology.
- Say that you have "no competition."
- Use unrealistic market projections without explaining them.
- Spend most of the presentation introducing your team.
- Rush through your funding request at the end.
- Go over 7 minutes.

Team Introduction

Finalists will be introduced before the official 7-minute pitch clock begins.

A formal team slide is **not required**.

If the team's experience, technical expertise, industry knowledge, or personal connection to the problem provides an important competitive advantage, finalists are encouraged to briefly communicate that information during the presentation.

Remember

You are competing for a **\$10,000 top prize**.

The judges are not simply asking: **"Is this an interesting idea?"**

They are asking: **"Does this team understand the problem, know its customer, have evidence that the opportunity exists, and have a credible plan to use this funding to move the startup forward?"**

Your job in seven minutes is to make the answer:

YES.