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Intel Business Challenge
Europe 2014

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Intel Business Challenge Europe 2014

Investment Teaser Template

The following document presents the IBC Europe 2014 Investment Teaser template. We encourage teams to use the following template to briefly describe their business ideas, covering all of the 5 main topics.

Investment Teaser is your business card in this competition. It won't be evaluated by judges but will be used to introduce your project to potential investors, coaches or mentors that you would like to contact.

Keep it Concise and Professional. The Teaser should be no longer than one full page thus the provided template has limited number of characters. Write concisely and focus on the importance of every word. Remember that investors review hundreds of acquisition opportunities each year. Make your time count.

Throughout the time of the competition you will be able to improve your teaser and update the new versions. Prototype is not required at this stage.



1. What is your product / service?

- description of product / service,
- what problem are you solving,
- Unique Value Proposition of your solution;

You have characters left.



2. Market

- what is the size of your market;
- who are your clients and competitors;

You have characters left.



3. Business Model

- key revenue stream;
- recurring revenue;
- sales channel;
- what is the entry barrier of the market

You have characters left.



4. Team

- describe your team's experience,
- what are the key competences of your team

You have characters left.



5. Maturity

- Stage of your project: idea, prototype, product, sales in place;
- what are you looking for/ next steps: financing, external advisors, other team members other;)

You have characters left.