



## Desafio Intel Presentation Guidelines

- Each team will have 15 minutes for their oral presentation, and an additional 10 minutes for Q&A with the judges
  - The presentation is recommended to be 10 slides in a PowerPoint format
    - Up to 5 appendix slides are allowed to be used ONLY to answer questions
    - Name your file as follows: (Country)\_(Team Name)\_Presentation
  - Presentations are due on Friday, August 27 at midnight local time
  - Please plan on arriving at for your presentations early and be prepared to stay 30 minutes after your scheduled time, in case of schedule rearrangements
  - Business attire is highly recommended
  - No hard copies of the presentation are necessary, but teams should bring a back up of their presentation on a CD or USB
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## Presentation Content

### *Overview:*

#### Title Slide

1. Overview
2. The Problem
3. The Solution
4. Market Size/Growth
5. Competition
6. Product
7. Technology
8. Business Model
9. Team
10. Financials

### *Detail:*

#### **Title Slide**

- Name and contact information
- Date
- Name of Competition
- Appropriate graphics

### ***Slide 1: Overview***

- This is the elevator pitch
- Define the business and the company's reason-for-being
- Develop a visual "model" that will be built upon in the "problem" and "solution" slides
- Two to five high level and concise bullets
- If you don't get their attention here, you won't get their check later

### ***Slide 2: The Problem***

- Identifiable problems to be solved
- What is the pain-point that will ensure the customer will write a check? (Revenues, costs, time, productivity, market reach)
  - o Make sure that it is a MUST HAVE not NICE TO HAVE
- Develop a visual "model" that depicts the problem
  - o Consider depicting a historical evolution
- Make the current situation look like it really hurts
  - o Include meaningful validating quotes
  - o Customers are best
  - o Analysts when applicable
- Problem must suggest a large market

### ***Slide 3: The Solution***

- Compelling value proposition
- What's the benefit to the customer's business? (Revenues, costs, time, productivity, market reach)
  - o Use the same visual "model"
  - o Make it look like it all feels better
- Show where the solution fits in customer's ecosystem
- Depict real differentiation
- Describe your business
- Depict technical elegance
- If you don't have their attention by now, you're dead!

### ***Slide 4: Market Size/Growth***

- Clearly define the market
- Market size/growth
- Total Available Market (TAM), Served Available Market (SAM), Share of Market (SOM), Compound Annual Growth Rate (CAGR)
- Historical trends projected over five years
- Methodology: quantitative rigor + qualitative sensitivity
- Balance: exciting opportunity vs. change of success
- Correlate market slide with upcoming competition, business model and financial slides

### ***Slide 5: Competition***

- Discuss current and potential competitors
- Incumbents, start-ups, in-house, substitutes
  - o Provide framework to demonstrate differentiation
- Use customer-centric attributes and dimensions
- Demonstrate knowledge of the landscape including past failures
  - o Embrace competitor strengths
- Know your weaknesses (how competition would sell against you)
- Highlight secret sauce, competitive advantages, barriers to entry
- Correlate with previous market slide and upcoming business model and financial slides

### ***Slide 6: Product***

- What is the solution delivered? (Product, software, service, etc.)
- How are you solving the Market's need/pain?
- Where does the product or solution sit relative to the ecosystem around it?

### ***Slide 7: Technology***

- Translate key points from business to technical domain
- Show how customers and partners fit in, if possible
- Concentrate on essential value proposition!
- Talk to important but peripheral issues and details, avoid clutter
- Address "invent vs. integrate" issues
- Show that you will invent only uniquely competitive elements
- Show incremental development path that reduces risk, if possible

### ***Slide 8: Business Model***

- How and what do customers buy?
- Discuss high level pricing
- Describe what the customer will get (today and in the future)
  - o Who are the key players?
- Profile the customer
- Profile critical partner relationships
- Profile who sells your product or service (in/out-house)
- Marketing and sales plan
- Explain value chain and sales cycle
- Compare and contrast to industry comparables
  - o Emphasize external validation
- The budget: "We've committed Y dollars to fix this problem..."

***Slide 9: Team***

- Credibility
  - Domain expertise and unique customer insight
  - CEO hires people with better skills than their own
  - A-Team attracts A-hires
- Strategic orchestration of team members
  - What's missing
- Management
  - Previous companies and titles
- Industry recognition where meaningful
- Board of Directors
  - Current firms
  - Previous operating experience

***Slide 10: Financials***

- Thorough and thoughtful
  - P&L, Income statement, Balance sheet
  - Deal
  - Use of proceeds
  - Provide high level 5 year projections
    - Revenues and expenses by major categories
    - Pretax profit (loss), cash flow, capital requirements
    - Head count
  - Highlight milestone targets
    - First revenues
  - Cash-flow positive
  - Tangible competitive barriers (customers, IP, etc)
  - \$100M/yr run rate in year 5 is cliché but expected
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## Some tips for your Presentation

From "6 Steps to the Perfect Pitch"

<<http://www.entrepreneur.com/startingabusiness/youngentrepreneurscolumnistscottgerber/article201826.html>>

1. **Less is always more.**

An elevator pitch is vital. Verbose presentations and lengthy explanations will not impress investors, and most likely will turn them off. Present your business in a manner that's short, sweet and to the point. Investors need to be confident that your business will attract and retain customers. If they don't grasp your concept in a short time span, they may presume that customers won't understand it either.

2. **Never hypothesize. Execute, execute, execute.**

Inspire confidence with facts, not fiction. Most investors seek out low-risk businesses with proven managers that are as close to guarantees as possible. A company with cash flow, a track record and real-world experience has a better chance of getting investors than a business plan forecasting large returns. Find ways to test your business's viability on a shoestring budget, and turn your idea into a functional business before you seek investment.

3. **Leave the hockey sticks on the ice.**

Excite investors about your big picture, but be reasonable and responsible. Avoid hockey stick projections. Respectable investors will not take you seriously if you present them with nonsensical financial graphs that claim your company's revenues will grow from \$100,000 to \$50 million in three years. Show investors that you have a grasp on reality with three versions of financial projections: best case, moderate case and worst case. Base each of these models on facts, past and present performance data, industry and competitor analyses and a series of well-thought-out, defensible assumptions.

4. **Learn to love discount stores.**

Being cheap is chic. In an age where spending is out of control, you'll need to prove that you are a fiscally responsible manager who knows how to get the most out of a buck. Give yourself wiggle room in your operations and marketing budgets, but avoid being excessive. Never ask for a large salary or big-budget perks. Investors want you to be in a position where everything is on the line.

5. **Rome wasn't built in a day. Your business won't be either.**

Investors are wary of funding over-eager businesses that seem destined to bite off more than they can chew. Before asking for millions of dollars to fund 50 divisions and hundreds of product lines, prove how well you can create, manage and fulfill demand for a single product. Demonstrate that your business can crawl before you say it can walk. Perfect your marketing tactics, sales strategies and operational procedures. Investors appreciate companies with sustainable step-and-repeat business models that are poised for exponential growth. Remember, even Google's success is based on a single product.

6. **Choose not to be the smartest person in the room.**

Know what you know, know what you don't know and find the people who know what you don't know. Build a team of credible experts. The smartest leaders in the world are those who surround themselves with smarter people. Investors are funding a management team as much as they are investing in a great business concept.