

Team name

Brief introduction (1/2 page)

The introduction should be a very short and exact description of the idea, market need and business model.

Customer need and your solution (1/2 page)

Background

Describe what problem your customer is facing i.e. the customer pain.

Business idea

Describe your concept, and how it solves the problem the customer is facing.

Business model (1/2 page)

Business model

Show your business model and explain how it is profitable and sustainable.

Prototype mock-up (1/2 page)

Prototype mock-up

Show how you envision your product, website, app to appear in its final form. Make descriptions of the functionalities and road to develop it.

Market and industry (1/2 page)

Market and customers

Describe the market and customer segment that you will be/are operating in. Estimate the size of the market and the rate at which it is growing (if relevant).

Industry

Describe the industry that you plan to enter and the key players in the market.

Plan for implementation (1/2 page)

Team

Describe your team, your core competencies and your plan to develop this team. Also add which universities the team members are connected to.

Implementation plan

Show your go to market strategy and illustrate through a timeline if possible.