



Your Presentation should cover the following:

CONCEPT

- what is the product/service being offered?
- what is the value proposition?
- who is the customer?
- how will the customer get access to your product/service?

PRODUCT/SERVICE

- - what are the features/benefits of your product/service?
- - are there opportunities for intellectual property?
- - how is your product/service differentiated from others in the market?

INDUSTRY AND MARKET/CUSTOMER

- - what are the demographics and trends in the industry?
- - are there any barriers to entry? if yes, how will you overcome them?
- - what are the typical profit margins in the industry?
- - who are your competitors?
- - who is your perfect customer and are there enough of them?

FOUNDING TEAM

- - what specific skills or expertise will you need to start this business?
- - what are your team gaps and how will you fill them?

FINANCIAL NEEDS ASSESSMENT

- - what are your start-up capital requirements?
- - what are the amounts and sources of expected revenues?

Times and Rules:

There will be a workshop where you can try out your idea on coaches on February 23rd at 4:30 p.m. in the O'Dea Room. Your submission must be sent to Dr. Jackie Schmidt Schmidt@jcu.edu by 5:00 p.m. on **Wednesday, March 9th**. The summary of your presentation should be no more than 4 Pages. The John Carroll round will be held in the LSC Conference Room on Monday, **March 14th** at 4:00 p.m. The regional competition will be held at John Carroll on Thursday, **March 31st** at 4:00 p.m. If you have questions, call Dr. Schmidt at: 216-397-4242.