

# Penn Wharton Startup Challenge

First Round Template

# Cover Slide

- Venture Name
- Team Leader (with grad year)
- Team Members (with Penn affiliations, if applicable)

# Template overview

-Team to determine order/number of slides/structure of deck

- The Hook
- Opportunity
- Solution
- Competitive Advantage
- Market
- Competition
- Revenue Model
- Management Team
- Execution Plan
- Risk Assessment
- Current Status and Milestones
- Social Impact (if applicable)

# The Hook – Get the reader's attention

- Story
- Unexpectedly large market
- Traction
- Rhetorical question
- These are just four examples

# Opportunity

- What problem is the venture trying to solve?
- How are consumers solving this problem now?

# Solution

- Product/service description
- Value proposition
- Description of user experience
- Show, don't tell

# Competitive Advantage

- What sets you apart?
- Intellectual Property Rights (if applicable)?
- Traction?

# Market

- Target market needs addressed by business
- Size of market (current and projected)
- Target customer segments



# Competition

- Who is your competition and how are you different?
- Overview of competitive landscape

# Revenue Model

- How will you make money?
- Revenue model
  - Break-even point
- Costs
- Pricing strategy
- Assumptions
- What will your revenue and costs be in Year 1, Year 2, Year 3...?
- If venture is a nonprofit, how will you generate enough capital to be sustainable and grow?

# Management Team

- Description of roles and responsibilities, particularly Team Leader
- Background (school affiliation, previous employer, etc.) of all team members
- Why you, why now?
- Place this slide where it will make the most impact
- If your team lacks a particular area of expertise, be prepared to explain how you will mitigate the lack and how you plan to find a team member to fill the role.

# Execution (can be more than one slide)

- Marketing plan
- Sales strategy
- Customer acquisition
- Plan to scale
- Funding plan (ex. bootstrap, raise VC, revenue funded, etc.)
- For nonprofits – How will this venture be sustainable? (ex. grants, donors, revenue from clients, etc.)

# Risk Assessment

- Risks/challenges and how to mitigate

# Current Status & Milestones (can be more than one slide)

- Current status of venture and progress to date
  - Product development
  - Key relationships
- Venture accomplishments
  - Traction
- Milestones for next 6-12 months
- If you're seeking funding, how much do you need and how will you use it?

# Social Impact (if applicable)

Teams who self-identify as having a social impact mission can provide more detail throughout the slide deck or in a separate set of slides within the deck. The PWSC organizers recommend that teams address the following:

- Articulation and assessment of social challenge
- Solution to social challenge
- Product/service offering and business model as related to social challenge. How will the business model be affected by the social mission of the venture?
- Measurement of social impact
- Management of double-bottom-line model