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