

THE LAUNCH

MILESTONES 2024

MILESTONES DEADLINES

**Oct
13**

#1 Business Overview Submission

**Oct
23**

#2 Pitch Deck Submission

**Nov
20**

#3 Final Pitch Deck Submission

Oct
13

Business Overview Submission

Business Overview Outline

Launch Competition

The Business overviews should be 5-7 pages. As a reference, below is an outline with the required elements.

1. **Business Overview - What is the business proposition?** 1 After defining the problem you are solving, write about your team and the mission and vision behind your proposition
 - a. Briefly describe your business
 - b. Company's mission and vision statement
 - c. Provide the management team (titles, academic background, professional experience) and organizational structure, including the team's capabilities to serve the business need
 - d. Include logo and graphics
2. **Problem Definition - What is the problem/opportunity?** 2 Use information from customer interviews and other data to describe the importance and the size of the problem you are solving
 - a. Describe the problem your company is solving
 - b. Show evidence that a real need must be attended, specifying why your problem is worth solving
3. **Product or Service - What is the solution?** 3 Only describe how your product or service will solve the problem and its benefits
 - a. Describe your product/service line including but not limited to:
 - Benefits of your product/service
 - b. Explain the stages of development of the product/service *
 - c. Describe the company intellectual property position (i.e., trademarks, patents, copyrights, trade secrets, etc.) *
4. **Business Model - How will you generate revenue?** 4 Remember that your customer's findings will help determine the best strategy to sell your product/service. Don't forget to include the costs
 - a. Describe the business model
 - b. Provide projected customer acquisition cost
 - c. Pricing strategy *
5. **Market Analysis - Who is your target market?** 5 Use your findings to detailed your end customer, including your competitors analysis
 - a. Explain the market and competition briefly
 - b. Describe your primary customer of the product/service
 - c. Define your size target market*
6. **Competitive Advantage - How is it different?** 6 State your value proposition and what is unique about your solution
 - a. Describe your company's unique capabilities and differentiators
 - b. Explain your company's special, sustainable, competitive advantage(s)
7. **Financials - What are the financial requirements?** 7 Define the amount of money your company is seeking, the entitled use of the money and how much money are expecting to make in one year
 - a. Explain your capital requirements
 - How much money is the company seeking?
 - What is the fund allocation?
 - b. Specify revenue expected in one year

*Not required

Oct
23

Pitch Deck Submission

1 Here is an example to prepare your Pitch deck

The collage displays 12 slides from a pitch deck for 'iTea'. The slides are arranged in a grid and include the following content:

- Slide 1 (Top Left):** iTea logo with the tagline 'Better health, Better life' and an image of a glass of tea with yellow flowers.
- Slide 2 (Top Middle):** 'Start With Good' section with the tagline 'BETTER HEALTH, BETTER LIFE' and bullet points about stress, tea benefits, and a 'Start' button.
- Slide 3 (Top Right):** 'Problems' section with a thought bubble and a person thinking, asking 'What if I don't have time?' and 'Which tea is beneficial to my health?'.
- Slide 4 (Middle Left):** 'iTea Solution!' section with a box of tea products and the text 'A wonderful scenario has taken place'.
- Slide 5 (Middle Middle):** 'iTea Values' section with three sub-sections: 'Products' (listing green, white, pu-erh, etc.), 'Service' (listing consulting, retail, education), and 'DIY' (listing 'DIY (do it yourself)' packages).
- Slide 6 (Middle Right):** 'Customer Discover Process' section with a list of interview questions and a list of interview locations like 'Mall, ORU, OSU, Coffee Shop, Tea Store, Walmart, Online, Random'.
- Slide 7 (Bottom Left):** 'Target Market' section with a target icon and bullet points for Gender, Age, Income, Education, City, Lifestyle, and Generation.
- Slide 8 (Bottom Middle):** 'Why Customer Choose iTea' section with a woman's image and bullet points for Product and Service.
- Slide 9 (Bottom Right):** 'Strategy Details' section with a 'Subscribe to our Newsletter' form and a 'Benefits Of Herbal Tea' list.
- Slide 10 (Bottom Left):** 'iTea Subscription Model' section with a laptop showing a website and a list of features like 'All tea health consultant focus' and '10 bags of premium tea per month'.
- Slide 11 (Bottom Middle):** 'Our Competitors' section with a grid of competitors including 'Harney & Sons Fine Tea', 'Smooth Tea', 'Healthy Tea Room', 'Local Tea store', 'Grocery store', and 'Amazon'.
- Slide 12 (Bottom Right):** 'Our Financials' section with a table titled 'MONTHLY EXPENSES' and 'TOTAL MONTHLY EXPENSES'.

Nov
20

Final Pitch Deck Submission

- 1 Use this dropbox link to submit your Pitch deck:

Click here or copy and paste: <https://shorturl.at/Wstxt>