

# Virtual Preliminary

of the VT KnowledgeWorks Global Entrepreneurship Challenge

## Presentation Guidelines

Final presentation must be submitted to [bit.ly/VirtualPreliminary2017](http://bit.ly/VirtualPreliminary2017) by **May 12, 2017**, and include:

- The YouTube link of your 10-minute video presentation.
- Tables, graphs, or charts that are displayed and covered in your video presentation should be sent as an attachment in Microsoft Word or PowerPoint format. For example, see the criteria listed below in #2, #3a, #4, and #5a.

A business concept is an attractive and well-researched market opportunity for which the team has devised a powerful and innovative response, including a viable financial business model. The prize is focused on supporting educational entrepreneurship at an early stage of development. Therefore, applicants are encouraged and expected to have a working prototype, but they must not have received beyond \$100,000 in investments from private investors and/or government agency funding beyond research grants, nor offered product(s) for sale except in market survey mode, before March 1, 2017.

The judges consider the viability of the market opportunity, the strength of the team's response, the strength and balance of the team, the overall predictability of a success, and the professionalism of the presentation. Proposed products/services that support a sustainable environment or specifically address needs of underdeveloped countries are encouraged, but no special credit will be assigned to such business concepts.

The judging criteria for the presentation are:

1. Identification of a compelling customer need not being met by existing products/services
2. Quantifying the size of the (initial) target market (in terms of number of customers, dollar size and/or annual revenues) for the proposed product/service meeting this need and the risks associated with entering the chosen market segment; historic and expected growth rates for the market should also be provided along with the appropriate sources for all data
3. Explanation of the sustainable competitive advantage that the proposed product/service will have in the marketplace; this may also include an explanation of the basic technology associated with the product/service
  - a. A table comparing the attributes of the proposed product/service to competitors is expected as part of the presentation
  - b. If appropriate, an intellectual property assessment is also expected
4. Financial information
  - a. Projected business revenues for at least 3 years (5 is preferable) based on product or service sales, not philanthropic or grant funding
  - b. Expected gross margin, as a percent of revenues
  - c. Funding required to launch the business
5. Proposed market capture plan
  - a. Product development and market entry milestone chart; include any regulatory requirements
  - b. Plan for capturing the first customer
  - c. Continuing growth
6. Proposed business model: this may be presented in graphical form (see example below)
  - a. How the proposed product/service will be created/manufactured
  - b. Identify the customer of the business (who pays)

- c. The marketing channels to be employed to reach the end user/customer
- d. The resulting required business alliances
- 7. Core competencies required by the business
- 8. Of course, the professionalism of the presentation will also be part of the criteria.

Virtual Preliminary Judging Criteria – Presentation	Max Score
Clear Description of Customer Need Being Met and that Customers are Willing to Pay for Product or Service	15
Target Market Size Quantification (number of customers, annual dollar size) and Risks Associated with Chosen Market	15
Competitive Advantage in Marketplace (include table comparing with competitors and venture’s IP position)	15
Financial Information: projected revenues and financial viability of the business based on product or service sales, not philanthropic or grant funding; projected gross margin (% of sales); projected operating income; projected funding required	15
Market Capture Plan (milestone chart, market entry, first customer capture, and market growth projections)	10
Proposed Business Model (marketing channels and alliance partnerships)	10
Required Core Competencies	10
Professionalism of Presentation	10
<b>Total</b>	<b>100</b>

## *Example of Graphical Form for Business Model*

