The University Startup World Cup 2016
- *Areas to be covered in slide template*

Max 10 slides

1. **Cover slide:** startup name, founders, a visionary sentence, location, date etc.
2. **Business story (Storytelling):** Deliver a story to demonstrate your business purpose-it should lead to your product being the LOGICAL conclusion
3. **The problem:** Define the problem/pain/need you are solving, and for whom; mention current solutions
4. **product/service:** Show how you address the problem/pain/need and how customers use/value your product/service (Use visuals and images and less text)
5. **Market opportunity:** define your market (what business/space you are in?); Total market size (Dollar size, your place/niche); Targeted customers (who exactly you serve); Macro trends & insight
6. **Competition (positioning):** Tell about your key advantages and how your business differentiate in the market (you can use market position diagram model)
7. **Revenue Model:** How do you make money from your primary customers?; What is the pricing/model?; Show basic math on revenues and conversion rates; Life-time value of an average customer (How many months? How much money?)
8. **Why your startup should be chosen among the top teams:** Mention your key business key facts & achievements for motivation (Momentum, Traction and Expertise). Some thoughts could be : Show your timeline and milestones achieved to date; growth metrics; Highlight press, partnerships and accolades; Customer success stories and/or testimonials
9. **Team:** Highlight key team members and their prior positions, successes and domain expertise; Demonstrate relevant experience; Which roles are the keys to success in your company/market/space?

What are the elements of a business story?
Background: Describe a current situation, characters, and problem. Emphasize the customer and their pain.
Challenge: Describe the challenges and conflicts that impede a coherent plan to solve the problem.
Resolution: portray a solution to the challenges and problem and how the venture will succeed by resolving the problem.