WiSys® Big Idea Tournament
PREPARING YOUR FINAL PRESENTATION

First, if you haven't already, watch the 2021 Winning Team Presentation. Additionally, you can watch this BMC Global finalist presentation as a reference when you develop your presentation.

Second, each business model power point submission should clearly and concisely explain the presenter's business model and be **no more than six (6) minutes** in length. The Big Idea Tournament is not another pitch competition. Instead, the goal of the WiSys Big Idea Tournament is to **1) identify your early hypotheses (or assumptions), 2) test these assumptions in the field with customers, 3) validate or invalidate your assumptions and persevere or pivot based on the new information, and 4) identify lessons learned and next steps**. Your slides should clearly highlight the initial hypotheses and how the process of investigating the business model with customers has generated learning that has validated the model or led to changes in the business model.

Although there is not one format for successful models, we suggest that each business model power point submissions contain certain components to communicate effectively. **Below are important components and considerations for successful presentations**.

Title Slide:
Who are you and what does the business do (problem and solution)?

Assumption Slides:
What were your initial assumptions/hypotheses? Did you identify a customer problem? What were the key assumptions/hypotheses about the business model, and which are the riskiest? List the 3-4 riskiest assumptions/hypotheses regarding your business model. Remember some of your most important assumptions/hypotheses are about the customers' problem and your solution to the problem.

Action Slides:
How did you test these hypotheses? What specific tests or experiments did you design or conduct to validate the riskiest hypothesis based on desirability, viability, and feasibility? How many people did you test or interview for each critical assumption? What did you discover? What facts were uncovered? What facts remain to be uncovered? One of the major purposes of the competition is to see if you have truly identified a problem faced by your customers and tested your hypothesis to validate the problem.

Pivot Slides:
How were your initial assumptions proved right or wrong? Did the evidence gathered through your tests validate your assumptions? What evidence-driven pivots did you make?

Validated Business Model Slides:
Describe your business model based on the facts and evidence gathered through your assumption testing? How does the business make and deliver value?

Through these slides you should consider clearly convey the following critical points:

Problem:

Explain the problem(s) your customers face that you are trying to solve. How big of a problem is it? Is it actually a problem? What evidence do you have that your customers face this problem and that the problem is a concern to them?

Solution:

Explain your current solution to the customer's problem. What evidence do you have that the solution is desirable, viable, and feasible? Does the solution actually solve a real problem your customers face? What traction have you gained for the solution? (Customer statements, letters of intent, pilot commitments, purchase orders, sales?)

Go-to-Market Strategy:
Indicate the decision-makers and influencers you must persuade to make a sale. Share the facts and opinions you have gathered from customers that show you understand and can convincingly communicate with customers.

Size of Market:
Are you solving a significant problem in terms of money or impact? Market size in dollars, or number of potential customers are some ways to show the significance of your solution. Be sure to clearly define your target market, and your beachhead for entry into the market.

Lessons Learned and next steps:
Be sure to communicate the lessons learned, including pivots and failure. Articulate a clear set of next actions in your validation journey and a high-level plan to get there. What resources do you need, and what next steps are required?

Appendices:
Appendices should be included only when they support the body of the business model and add value to your presentation. These additional slides need to be available for giving context and for answering questions judges might have. Because judges might not read all the material in the appendices, the body of the presentation must contain all information pertinent to the business model.

Presentation tips:

- Do not read straight from the slides. Instead of typing out your entire presentation, use attention-grabbing images.
- If you do use text, include only main ideas, keywords, and talking points. The text should be a cue for the presenter rather than a message for the viewer.
- Consider applying the 5/5/5 rule to keep text on each slide short and to the point (No more than five words per line of text, five lines of text per slide, or five text-heavy slides in a row).
- Consider having bulleted points appear one at a time so the audience listens to the presenter rather than reading the screen.
- Use consistent readable colors and fonts. Your text should be easy to read and pleasant to look at. Use a minimum font size of 24.
- Practice, practice, practice! Come prepared with your presentation well-rehearsed and timed to 6 minutes (or less). You will not receive extra time during your presentation.
- Do not turn your back on the audience, direct your gaze and attention across the audience and talk to them as you present.