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## **Preparing your Final PowerPoint Presentation**

First, If you haven't already, watch the [2019 Winning Team Presentation](#)

*Second, although there is not one format for successful models, we suggest that business model power point submissions contain certain components to communicate effectively:*

### **Title Slide:**

Who are you and what does the business do (pain and solution)?

### **Assumption Slides:**

What were your initial hypotheses? Did you identify a customer problem? What were the key hypotheses about the business model and which is the riskiest? Remember some of your most important hypotheses are about customer pain and your solution to that pain.

### **Action Slides:**

How did you test these hypotheses? What specific tests or experiments did you 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 NAILED THE PAIN—but what data do you have?

### **Pivot Slides:**

How were your initial assumptions proved right or wrong? What evidence-driven pivots did you make?

### **Validated Business Model Slides:**

Diagram your business model and present the facts? How does the business make and deliver value?

### **Consider the following critical points to communicate:**

#### **Solution Slides:**

Explain your current solution to the customer problem. What evidence do you have of this solution's level of traction (customer statements, letters of intent, pilot commitments, purchase orders, sales ?)



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**Go-to-Market Strategy:**

Indicate the decision-makers and influencers of getting to a consummated sale. Share the facts and opinions you have gathered from customers that show you understand and can convincingly communicate with customers.

**Size of Market:**

Be able to show TAM, SAM, your target market, and your apex for entry into the market. Are you solving a significant problem in terms of money or impact?

**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.

**Appendices:**

Appendices should be included only when they support the body of the model. 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 model must contain all information pertinent to the model.

In general, remember that the goal of the WBIT is to 1) identify your early hypotheses (or guesses), 2) test these assumptions in the field with customers, 3) turn your guesses into facts or pivot based on the new information, and 4) identify lessons learned. 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.