




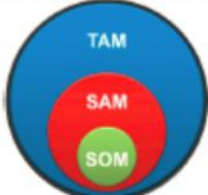


Sample Presentation

A sample presentation template is available on the [NYBPC website](http://apply.nybplan.com). Below are snapshots of the content provided there.

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| <p>Sample Format and Contents for: 2017 New York Business Plan Competition</p> <div style="border: 1px solid black; padding: 5px; text-align: center;"><p>Allotted presentation time – 10 minutes* 5 minutes for Q/A* Nonproprietary information only</p><p><small>*The exact timing is subject to change based on the number of teams that participate</small></p></div> <p>Note: This template is intended to provide guidance and assistance in preparing your presentation for the event. It is not meant to be prescriptive – this is your story!</p>  | <h3>Recommendations</h3> <ul style="list-style-type: none">• No more than 10 slides. Most speakers do 1 slide a minute• Limit technical slides to 2. Remember this is a business plan competition, not an invention competition.• Back your claims up with data. Don't say it is a high growth market; say it is growing at an annual rate of 15%.  |
| <h3>Company Name</h3> <p>Value Proposition: Why your customers need your product in 15 words or less.</p>  | <h3>Problem</h3> <ul style="list-style-type: none">• Describe the challenge facing a consumer.• Use metrics to quantify its impact.• Hint: Investors love numbers. (Believable ones)  |
| <h3>Our Solution</h3> <ul style="list-style-type: none">• Describe your product• Explain how it solves the problem in a way that is disruptive.• Technology company note:<ul style="list-style-type: none">– Know the difference between a technology, invention, and a product<ul style="list-style-type: none">• Your technology is the science that will make a product valuable.• Invention is the mechanism that uses the science (often what is patented).• Your product is what your customers will ultimately buy.  | <h3>Market</h3> <ul style="list-style-type: none">– Size of markets and growth rate (Be specific)– How to reach these markets (go-to-market strategy and distribution)– Other trends likely to influence market  |

Business Model

- Business concept – How will business generate sustainable profits?
- Who are key customers? (names, demographic profile etc.)
 - Who is your target customer?
 - How will you reach them?
- Customer discovery – Show that you have talked to customers and they are excited about your product. (Letters of intent, etc. are a huge bonus)



Competitive Landscape

- **Industry**
 - Key competitors
 - How to deal with competition in the market
 - What is your competitive advantage?



Work Plan

• Gantt Chart

Include

- Achievements to date
- Technical milestones
- Commercial milestones
- 3 year horizon
- Financial needs



Include your ask. How much do you need and what will you do with it?

Rule of Three: It will take 3Xs more money and time than you could ever imagine.



Company Name

• People

- Management team and relevant experience
 - Focus on education
 - Include industrial and entrepreneurial experience
- Other key people and advisors
- Any organizations, incubators, etc offering you assistance.

Include professional headshots



Backup slides

- Detailed technical slides
- Financials

