

Title of Research Innovation/Business

FACULTY OF:

PRESENTED BY:

General Notes

Put one topic on each slide

10 slides should be the maximum

Do not overcrowd slides with text – especially technical details of solution

Be concise and impactful

Use pictures & graphics to help illustrate your points

Choose an attractive and dynamic slide layout

Hook your audience in the first two slides by showing the problem and solution

On each slide put something (small in a corner) that helps keep the audience focused on the solution

The Problem

This should be impactful to establish the need for your product or service

Try to tell a story or appeal to individuals at a personal level

Market Trends

Describe target market

Discuss the market for the area you are providing a solution for

Describe access to target market (i.e. show you know and have means to reach your target with the solution)

Include charts if applicable

Your Research

Discuss any similar ideas or businesses

Explain how your product differs

What type of regulatory hurdles will you face?

Benefits

Why this product or service will be needed?

Potential growth

Financials

Potential annual income and expenditures (5 years)

Return on investment

Marketing budget

Development/prototype costs