

RULES
Three-Minute, Five-Slide Business Idea Pitch Contest
NOVEMBER 16, 2017, 12:30-1:00PM
RUBIN CAMPUS CENTER, ODEUM C

Registration deadline: Midnight, Wednesday, November 15, 2017.

<https://www.wpi.edu/about/innovation-entrepreneurship/coaching-funding/competitions/intent-to-compete>

Please keep slides clean, concise and simple! Bring 5 copies of your slide deck for judges.

- **SLIDE 1 TITLE: “Project/Product/Service Name”**
Add pictures of team members and advisers if any.
- **SLIDE 2 TITLE: Problem**
A concise statement of the problem being solved or the need being addressed, pictures encouraged.
- **SLIDE 3 TITLE: Innovation**
The product, process *or* service to be created, pictures encouraged.
- **SLIDE 4 TITLE: Competition, Market, Financials**
Information about competitors and market size. Add cost, selling price and margins in this table layout.

“PROJECT NAME”		
Cost	Selling Price	Margins

- **SLIDE 5 TITLE: Value Proposition**
State the value proposition.

*Mentors will be available Thursday, November 16, 2017 in Odeum C, from 11:45am-12:30pm during Global Entrepreneurship Week events!