



Qualifying Executive Summary & Pitch Deck Guidelines & Judging Criteria

GUIDELINES

Qualifying Executive Summary

- 1) The Qualifying Executive Summary (QES) must be submitted as a single, printable PDF file.
- 2) Document must be no more than 2 pages maximum including all narrative and appendices.
- 3) Document must have a cover page in addition to the 2 pages and must include venture name, university/college affiliation, each team member's graduation date, and expected degree.
- 4) Text must be 1-½ spaced in 12-pt font with 1 inch left, right, top and bottom margins. Line spacing and font requirements apply to the textual content of the document and not to titles and descriptions accompanying pictures or graphical elements.
- 5) Document must clearly identify/include the following:
 - Brief description of venture (company), explaining the concept clearly and persuasively
 - Opportunity or problem in the market you wish to exploit
 - How your product/service addresses the problem or opportunity
 - Target Customer Segments and market(s) demographics and accessible size (# & \$)
 - Value Proposition for your target customer segments
 - Current and potential competitors and venture's competitive advantage
 - Marketing strategy to reach target market(s) and projected % penetration: years 1-3
 - Business model assumptions including operations, resources, activities, and partnerships
 - High-level summary of projected financials (suggested 3-years); Customer Acquisition Costs, break even analysis, proposed pricing, projected revenue streams, and gross and operating margins for the venture, management team composition and relevant experience including mentors/advisors
 - Potential investment offering including \$ needed, use of funds and investment terms
 - Current state of the venture (e.g. product development stage, patents, contracts, licenses, current annual revenue, when first revenue was achieved, current sales, profit level, equity/debt raised so far, etc.)
 - Development timeline, and key milestones that align with the proposed business model

Pitch Deck

- Teams must submit a single, printable PDF file of a basic ‘pitch deck’ for their venture. Slides should address the same topics as the QES, but may do so in an abbreviated format.
- Pitch Decks are limited to 10 slides.
- Pitch Deck and QES should reflect the same basic information, numbers, names, etc. should match.

JUDGING CRITERIA

Submitted Qualifying Executive Summaries and Pitch Decks will be reviewed by a team of qualified business professionals and judged on the following:

- Business model – the unique components of the business that create and deliver value are well defined.
- Problem definition – is the problem/opportunity in the market well defined?
- Solution overview – does the product/service offering designed to meet the problem/opportunity?
- Market potential – the addressable market is well defined and quantified.
- Go-to-market strategy – the customer acquisition strategy and delivery channels are clearly defined.
- Management team – are team members, roles and/or advisors clearly communicated?
- Financials – financial components are logical and align with the business model.
- Investment offering – amounts and general terms of any investment needed are clearly defined.
- Viability – based on assumptions and data presented, is this a viable venture?
- Brevity and clarity of content – text and graphics are clear and understandable with no errors.

SOCIAL AND/OR ENVIRONMENTAL SUSTAINABILITY CONSIDERATIONS

At the University of Oregon’s Lundquist College of Business, we believe that successful businesses incorporate economic, social and environmental interests for a sustainable competitive advantage. Teams that advance to the semifinals will be expected to comment on the social and/or environment aspects of their business (e.g., the role, if any, that social and/or environmental sustainability plays in the venture value proposition, operations, and/or other aspects of the business.) While this aspect of the plan will not be evaluated during the qualifying round, semifinalist teams will be expected to comment on these characteristics and they will represent a portion of a team’s score in the semifinal round.