



2012 China Business Plan Competition

Presentation Template

Investor Pitch

- Investors have a very short attention span—your pitch must be short and concise
- Do not get caught in technical details
- Do not use too much jargon
- Focus on developing one or two aspects of your business
- **Be passionate and show great enthusiasm for your idea!**

The Problem

- What is the problem you are trying to solve?
- What are the pain points you are trying to address?
- Is this an important problem or something people can afford to ignore?

XYZ University Magazine

Problem:

- No place for students to read about:
 - ✓ campus events
 - ✓ dining and shopping options
- Students are not using available resources because they do not know about them.

The Market

- How many people have this problem?
- Is this a unique problem affecting only 10 people in your town a bigger problem affecting millions of people?
- Who exactly will pay you money for your product or service?

XYZ University Magazine

The Market

Within 10 miles of the campus:

- 75 Restaurants and Bars
- 186 retailers

All looking to reach:

- 9,000 students
- 2,000 faculty and staff

If XYZ pilot program takes off and goes well, we can expand to other universities' campuses

Your Solution

- How do you plan to solve this problem?
- Is your solution realistic?
- Does your solution require people to change their behavior?
- Is your solution easy-to-implement?
- Is your solution controversial?

XYZ University Magazine

Solution

- A monthly magazine covering all campus-wide events
- Stories about the biggest monthly/yearly events
- Reviews of stores, service providers, and restaurants

Why You?

- Are there any **competitors** already on the market trying to solve the same problem?
- Why would people choose your product or service?
- What is unique about you?
- What is your unfair advantage that others will have a hard time replicating?

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Competition Analysis:

	Upcoming Event Listing	Past Event Reviews	Shopping Listing	Shopping Reviews	Restaurant Listings	Restaurant Reviews	XYZ student-oriented	Cross-campus coverage
XYZ Bee newspaper	√				√			
Local Post		√		√		√		
School Websites	√						√	
School Newsletters	√						√	
XYZ College Magazine	√	√	√	√	√	√	√	√

Is Your Idea Financially Viable?

- What are your revenue streams?
- What are your costs?
- How many customers do you need to become profitable?
- How will you attract customers?
- When do you plan to break even? Cash-flow positive?

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FY2011 Financial Projections

Revenue	Advertising	\$200,000.00
Costs		
	Design	\$12,000.00
	Printing	\$54,000.00
	Mailing	\$42,120.00
	Overhead	\$13,000.00
Net Profit		\$78,880.00

Use of Funds

- How much do you need to start your business?
- How would those funds be used?
- Be specific and only list items necessary for the growth of your business, e.g.:
 - Product Research & Development
 - Supplies
 - Marketing Research
 - Marketing Activities

XYZ University Magazine

Use of Funds

We will use \$3,000 investment to produce and distribute the first trial issue of our magazine:

Design	\$0
Printing	\$1,500.00
Mailing	\$1,500.00
Total	\$3,000.00

Team

- Who is on your team?
- What are your team's qualifications?
- Are you and your team passionate about your business idea?

Note: This template is only for content guidance and should only be used as an example – each team is expected to use their own original presentation.