



# The International Innovation Festival



## WEB MARKETING FESTIVAL

JUNE 20 · 21 · 22  
2019 / RIMINI

Digital & social  
Innovation



## > ELEVATOR PITCH

The presentation is **how the project will be shown to the jury and the public** so must contain all the necessary information to make its business idea tangible.

It should provide the **key informations** to supply the presentation with enough content to make it possible to value the project's potential and utility.

The presentation claims, both qualitative and quantitative (market research, industry trends, competitors), to be supported with references to the sources.





## > SUMMARY

The essential elements that the presentation must contain are:

1. **The problem / need:** The business idea which one wants to solve / satisfy?
2. **Solution / Product:** What is our business idea? What is our value proposition?
3. **Market:** What is the target market?
4. **Competitors:** Who are the competitors? What do we distinguish between them?  
What is our competitive advantage?
5. **Business Model:** How Does the Business Idea Create, Distribute and Capture Value?
6. **Roadmap:** What are the activities and the basic steps for the development of the business project?
7. **Team:** Which are the professional figures that contribute to the realization of the project?  
What are they? What are the skills they bring to the project?
8. **Financing:** What investments are required? What are the economic results that you plan to reach?





## > COVER PAGE

Slide containing the following key elements:

- ▶ **Title** and **logo** (if available) of the idea.
- ▶ **Propose subject, title, date and place.**

Make use of text organization to make the presentation as attractive and clear as possible.





## > THE PROBLEM

Every business project or business idea aims to **solve a problem** or **satisfy a need**.

In this slide it is important to present the need to be satisfied or the problem to be solved by referring to four fundamental aspects:

1. **What is the problem?**
2. **Who experiences the problem?**
3. **What are the consequences of the problem?**
4. **How relevant is the problem?**





## > IDEA/SOLUTION

Indicate **how the business aims to satisfy the expressed need** result of the market analysis.

Clearly highlight the value offered to customers.





## > MARKET

In this slide it is necessary to **define and identify** who are the **customers / users and the target market** in quantitative and qualitative terms (the terms: numerical, geographical segmentation, demographic).

We advise you to relate with potential market and trends.





## > COMPETITORS

It is necessary to highlight **who the main competitors** are after having made an accurate observation and analysis of their strategies, strengths and weaknesses.

Highlight according to which parameters the proposed solution is better (example: cost, quality etc).







## > BUSINESS MODEL

Indicate **the business model** of the entrepreneurial project by highlighting the **value proposition**.

Define the **revenue model** of the project. **Cash flows** are derived from the sale of which products or services?





## > TEAM

Indicate who the team members are, highlighting the **diversity of skills** and the roles they will be responsible for.

A team with the right mix of skills and experience is essential for the development of the project.





## > ROAD MAP

Define the **Gantt Chart and the project milestones** (12-18 months).

Identify the **fundamental activities** for the development of the project and **related timings** (platform development, testing), indicate what are the **best results** that have been achieved or which are intended to be achieved (milestones, example: platform launch).

The purpose of this slide is to give the reader a clear project development path.





## > FINANCING

Provide in a clear and compact way **the key economic results** extracted from the financial economic plan (revenues, costs, cash flow).

If the project is in its embryonic phases, **highlight the structure of expected costs and forecast sales** with the related assumptions at the base (i.e. market share, market penetration, market growth).





## > SUPPORTING MATERIAL

Provide any link or supporting material (link to working beta, mock up etc).

