

## TIPS ON PREPARING YOUR ENTRY

To enter, competitors must submit a pitch deck containing 12-20 slides.

The deck should explain the following:

- What problem is business solving?
- What is the solution?
- Who is the customer?
- What stage of development is it currently in?
- Who are the members of your team and what expertise does each bring?
- What, if any, technology is required?
- How will the business make money? (i.e., define the business model and revenue streams)
- What is your marketing plan? (Details are required; “social media” is not enough)
- What are your costs and basic final projections? When do you project to break even?
- What is your exit strategy?

If you have any questions or concerns in regards to the challenge, please contact Briana Williams, [briawill@fiu.edu](mailto:briawill@fiu.edu)