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 us at entrepreneurship@fiu.edu.