Typical Slide Content
The typical presentation of this type contains 10 slides. The presentation is up to 20 minutes long. However, student presentations tend to run a little shorter, usually around 10-12 minutes. You should use no smaller than 30pt font. Slides should be as simple as possible. When necessary, simplified graphs and charts are OK. You should not read your slides. Your audience can read faster than you can speak.

1. Title Slide
   a. Company Name
   b. Your Name (s) and Title(s)
   c. Contact Information
2. The Problem or Opportunity
   a. What is the pain you are alleviating?
   b. What problem are you solving?
   c. What pleasure are you providing?
3. The Value Proposition
   a. What is the value (not money) of 2 above?
4. The Underlying Magic or Secret Sauce of Your Business
   a. As simply as possible
   b. This is a great place for a picture or a prototype
   c. We don't need to know how it works (don't put proprietary information on the slide) we just need to be convinced it does work
5. Business Model
   a. How do you make money?
6. Go to Market Plan
   a. How are you going to reach the customer?
   b. How much does it cost to reach the customers?
   c. How many will you reach?
7. Competitive Analysis
   a. Who are your competitors? (Yes, you have competitors, I promise)
   b. What do you know about them?
8. Management Team
   a. Who is on your management team? Why?
   b. Who is on your board of directors? Why?
   c. Who is on your board of advisors? Why?
   d. Who is investing in you? Why?
   e. Just the highlights
9. Financial Projections & Key Metrics
   a. 3 year forecast of earnings and expenses
   b. Key metrics (these are different for every business)
   c. Number of customers
   d. Conversion rate
   e. Table turn over
10. Current Status, Accomplishments to Date, Timeline, Use of Funds
    a. What is the current status of the project?

b. What does the near future look like?
c. What successes have you had so far?
d. What is your path/timeline to profitability?
e. How will you use any funds you are trying to raise?

How to Enter

To enter the Coastal Venture Competition submit a video of you presenting your business idea and any supporting documentation you may have. Typical supporting documentation will be
1. Business model canvases
2. A business plan
3. Financial models
4. Your presentation PowerPoint
5. Interview summaries
6. Anything else that the judges can review to help understand your business idea

The deadline for entry is Friday April 9th at 11:59 PM. Entries should be emailed to MCEI@SouthAlabama.edu. You may send the video directly if it is small enough, send a Google drive link to the video, or send a link to the video posted on an external site such as YouTube or Vimeo. If you send a link please make sure permissions are set so that anyone with the link can view. If you need help with this, or anything else related to the competition, send your question to the email above, or contact Dr. Nelson (thomasnelson@southalabama.edu) for clarification.