

Pitch Overview

Details

4min Presentation

4min Q&A

1400 Presentation Practice

Fake it until you make it

**Resources (slide templates,
stock photos, videos, etc)**

<http://bit.ly/swgro2018>

Judging Criteria

Validation

Did your team get out
and talk to customers?

Are you actually
solving a problem?

Have you identified a
specific target market?

Execution and Design

Do you have
an **mvp or prototype?**

How functional is
your **technical demo?**

Design matters!

Is your product easy to use?

Business Model

How do you plan on making
this a **successful business?**

Are you solving a problem?
(**value proposition**)

Is your idea **unique?**

Mark

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