# Task Outline | Business Launch Presentation

## Purpose
Professionally present your idea and prototype for investment and support.

## Business Launch Video Template

| Length | Content | Details |
|---|---|---|
| 20 sec | Introduction | - Introduce who you are and what business you are from. <br> - Give a brief introduction to tune the audience in. <br> - Introduce the team and their roles. |
| 30 sec | The Problem | - Introduce the Problem Frame so the judges can see the problem too. <br> - Use research and personal situations (if possible) to support the Problem Frame. |
| 45 sec | The Solution | - Present how your team will solve the problem being raised. <br> - Introduce you solution, with detail including how it works, examples of what it will do and what a customer would experience so people understand it. <br> - Provide case studies to help people if needs be. |
| 45 sec | Demonstration | - Choose to show on of the following: a prototype of your product, 3D walk through of your locations, demonstrate your website, app or service. |
| 20 sec | Key Milestones | - Explain the stages you will complete towards launching the idea, including any trial stages or tests you will complete. |
| 25 sec | Target Customers | - Outline the different target customer groups that you are going to focus upon, outlining the demographic, geographic and behavioural factors of those groups. |
| 25 sec | Current Industry | - Introduce who your potential collaborators and competitors could be. <br> - Outline any information you have about the industry and the size of the problem (if possible). <br> - Outline your competitive advantage that makes you stand out from the current industry. |
| 35 sec | Financial Forecast | - Briefly outline the financial model for the business, which could include; <br>    - Establishment Costs and major purchases, <br>    - Forecast Profit & Loss Statement and any major trends or changes that should be pointed out. <br>    - Prices you are charging to customers, and how much money you will be making from these transactions, <br>    - Any other major financial costs. <br> - Provide an overview of the Cost-Benefit Analysis to show the impact the solution will make and why it is needed to solve the problem. |
| 20 sec | Support Required | - Ask for the support you need to start the solution (financial support, in-kind, etc.) and who do you believe will give it to you? <br> - Will you give the investor or supporter anything in return for their support? |
| 25 sec | Impact / Conclusion | - Remind everyone of the impact this solution will make on the problem. <br> - Summarise any other key points, and close out the presentation with a memorable statement. <br> - Provide your contact details for any follow up questions. |

## Requirements
Teams will need to film and edit their video and upload it to Youtube (we recommend using a private Youtube Channel). To submit their video, teams need to copy the videos link into the submission box on the Student Resources page. Videos will be collected and added to a playlist for judging by both Program judges for scoring and the public a popular vote.