

# CS Games 2017



## Long Running - Dragon's Tank

Participants

School

Stations

Laptops

Value

2%

Presentations

Sunday 11am

# Scenario

Now that Minou is a billion-dollar company with its revolutionary product, the company is watching new markets and is looking to invest in emerging startups. As new investors, they organize a competition gathering the best student startups of Silicon Valley.

It's now your turn to introduce your best product or service to impress our panel of investors and win the title of best university startup.

The goal of the competition is to build an elevator pitch of two (2) minutes per university and present before the judges with visual support (slides) to present your product or service.

## Elevator Pitch

### Introduction (5%)

You need to introduce your company and its vision. What is the problem you are trying to solve and why you are doing it.

### Product / Service (20%)

You must present the product or service of your company while ensuring that you meet a real need and the problem mentioned during the introduction.

### Market (10%)

Who is your first customer? What is your target audience? How are you going to reach them? How many customers do you need to be profitable?

### Business Model (40%)

In this section, you must present your company's business model in accordance with industry standards. You can use the document in Appendix A to present your business model. It should be noted that your presentation do not need to contain the template in Appendix A, but it is important to get through the important points of your business model.

# Traction (20%)

Once you have your first customers, how do you create a buzz around your product to reach your real market? How do you intend to *Cross the Chasm*? Many solutions can work, but you need to find the one that will be most effective according to your market and your product.

## Appendix A :

<p><b>Key Partners</b></p>  <p>Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?</p> <p><small>Key Partners</small> 1. Suppliers 2. Distributors 3. Channels 4. Complements 5. Other Partners</p>	<p><b>Key Activities</b></p>  <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?</p> <p><small>Key Activities</small> 1. Production 2. Distribution 3. Logistics 4. Marketing 5. Other</p>	<p><b>Value Propositions</b></p>  <p>What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? Which bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?</p> <p><small>Value Propositions</small> 1. Performance 2. Reliability 3. Customization 4. Price 5. Other</p>	<p><b>Customer Relationships</b></p>  <p>What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?</p> <p><small>Customer Relationships</small> 1. Personalized 2. Self-Service 3. Automated 4. Community-Based 5. Other</p>	<p><b>Customer Segments</b></p>  <p>For whom are we creating value? Who are our most important customers?</p> <p><small>Customer Segments</small> 1. Mass 2. Niche 3. Other</p>
<p><b>Cost Structure</b></p>  <p>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</p> <p><small>Cost Structure</small> 1. Raw Materials 2. Labor 3. Overhead 4. Distribution 5. Other</p>	<p><b>Revenue Streams</b></p>  <p>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?</p> <p><small>Revenue Streams</small> 1. Product Sales 2. Service Fees 3. Licensing 4. Other</p>			