

THE LAUNCH

MILESTONES 2023

MILESTONES DEADLINES

**Oct
08**

#1 Business Overview Submission

**Oct
18**

#2 Pitch Deck Submission

**Nov
16**

#3 Final Pitch Deck Submission

Oct
08

Business Overview Submission

Business Overview Outline

Launch Competition

The Business overviews should be 5-7 pages. As a reference, below is an outline with the required elements.

1. **Business Overview - What is the business proposition?**
 - a. Briefly describe your business
 - b. Company's mission and vision statement
 - c. Provide the management team (titles, academic background, professional experience) and organizational structure, including the team's capabilities to serve the business need
 - d. Include logo and graphics

1 After defining the problem you are solving, write about your team and the mission and vision behind your proposition
2. **Problem Definition - What is the problem/opportunity?**
 - a. Describe the problem your company is solving
 - b. Show evidence that a real need must be attended, specifying why your problem is worth solving

2 Use information from customer interviews and other data to describe the importance and the size of the problem you are solving
3. **Product or Service - What is the solution?**
 - a. Describe your product/service line including but not limited to:
 - Benefits of your product/service
 - b. Explain the stages of development of the product/service *
 - c. Describe the company intellectual property position (i.e., trademarks, patents, copyrights, trade secrets, etc.) *

3 Only describe how your product or service will solve the problem and its benefits
4. **Business Model - How will you generate revenue?**
 - a. Describe the business model
 - b. Provide projected customer acquisition cost
 - c. Pricing strategy *

4 Remember that your customer's findings will help determine the best strategy to sell your product/service. Don't forget to include the costs
5. **Market Analysis - Who is your target market?**
 - a. Explain the market and competition briefly
 - b. Describe your primary customer of the product/service
 - c. Define your size target market*

5 Use your findings to detailed your end customer, including your competitors analysis
6. **Competitive Advantage - How is it different?**
 - a. Describe your company's unique capabilities and differentiators
 - b. Explain your company's special, sustainable, competitive advantage(s)

6 State your value proposition and what is unique about your solution
7. **Financials - What are the financial requirements?**
 - a. Explain your capital requirements
 - How much money is the company seeking?
 - What is the fund allocation?
 - b. Specify revenue expected in one year

7 Define the amount of money your company is seeking, the entitled use of the money and how much money are expecting to make in one year

*Not required

Oct
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Pitch Deck Submission

1 Here is an example to prepare your Pitch deck

The collage displays 12 slides from a pitch deck for 'iTea'. The slides are:

- Slide 1:** iTea logo with the tagline 'Better health, Better life' and an image of a glass of tea with flowers.
- Slide 2: Start With Good** - 'BETTER HEALTH, BETTER LIFE'. Includes bullet points: 'Imagine a world where stress melts away, and caffeine, naturally you.', 'A world where the scent of freshly brewed tea fills the air at the warm embrace of your favorite book or exercise mat you.', 'Indulge in the perfect cup of tea, and let its soothing warmth bring you to a state of pure relaxation. Take a deep breath and let the aroma of tea transport you to a peaceful day.', 'This is not a promise of tranquility, health, and discover the power of a cup of tea.' Includes an image of a tea set.
- Slide 3: Problems** - 'What if I don't have time?' and 'Which tea is beneficial to my health?'. Includes a man thinking and a 'Problems' bubble.
- Slide 4: iTea Solution!** - 'A wonderful scenario has taken'. Includes an image of a tea box.
- Slide 5: iTea Values** - 'BETTER HEALTH, BETTER LIFE'. Includes sections for 'Products', 'Service', and 'DIY'.
 - Products:**
 - Loose leaf tea includes black, green, white, oolong, pu-erh, genmai.
 - Tea bags and boxed tea.
 - Fruit tea and scented tea.
 - Treatments.
 - Service:**
 - Tea consulting service (in tea health consultant, and real person tea health consultant).
 - Education (Tutorial videos, channel and web community).
 - DIY (do it yourself) package of tea box as a gift:**
 - Customized tea.
- Slide 6: Customer Discover Process** - 'Interviews'. Includes a bar chart and bullet points: 'Amount: approximately 300 people', 'Age Range: 16-70', 'Places: Mall, ORU, OSU, Coffee Shop, Tea Store, Walmart, Online, Random'.
- Slide 7: Target Market** - 'BETTER HEALTH, BETTER LIFE'. Includes a target icon and bullet points:
 - Gender:** Male and Female
 - Age:** 22-55
 - Income:** \$5K+
 - Education:** GED or higher
 - City or country:** City
 - Lifestyle:** Healthy lifestyles, love exercise, health-conscious individuals
 - Other:** Interested in exploring different tea blends; love learning about the health benefits of different types of tea
 - Generation:** Millennial and Gen X
- Slide 8: Why Customer Choose iTea** - 'BETTER HEALTH, BETTER LIFE'. Includes a woman's image and sections for 'Product' and 'Service'.
 - Product:**
 - To have quality tea.
 - Focus on organic health.
 - Can have products tailored to your diet.
 - Service:**
 - To professional tea consulting services.
 - Convenient and efficiency.
 - Enhance the quality of life.
- Slide 9: Strategy Details** - Includes a 'Subscribe to our Newsletter and get a 10% Discount Code for your next order!' and 'Benefits Of Herbal Tea'.
- Slide 10: iTea Subscription Model** - 'Business Model'. Includes a laptop image and bullet points:
 - Free health consultant base.
 - Tea box (\$300/box)
 - 6 bags of premium tea per month.
 - All tea health consultant pro.
 - Tea bundle (free)
 - Tea magazine.
 - Tea Personalized Subscription: \$40.
 - 20 bags of premium tea per month.
 - 2 times tea personal health consultant.
 - All tea health consultant pro.
 - Gifts/magazine.
 - Tea bundle (free)
 - Tea set (free)
- Slide 11: Our Competitors** - 'BETTER HEALTH, BETTER LIFE'. Includes 'Website Tea Store' (Harney & Sons Fine Tea, Smooth Tea, Smoothie Tea, Healthy Tea Room, iTea) and 'Others' (Local Tea store, Grocery store, Amazon).
- Slide 12: Our Financials** - 'BETTER HEALTH, BETTER LIFE'. Includes a financial table:

ITEMS	AMOUNT
OPERATIONAL COST	448,000
Flavor of Tea	\$2,000.00
High Tea	\$2,000.00
Raw Tea and Ingredients	\$2,000.00
Packaging (Bags and Boxes)	\$2,000.00
Store Labels (for All Boxes)	\$1,120.00
Tea	\$100.00
Basic Printer	\$100.00
Total	\$14,220.00
OTHER EXPENSE	448,000
Marketing and Promotion (Social Media, Influencers)	\$1,000.00
Advertising	\$1,000.00
Printing	\$1,000.00
Other Marketing Campaigns	\$1,000.00
Total	\$4,000.00
GRAND TOTAL	\$18,220.00
Revenue	\$18,220.00
Cost of Goods Sold	\$18,220.00
NET PROFIT	\$0.00

**Nov
16**

Final Pitch Deck Submission

- 1 Use this dropbox link to submit your Pitch deck:

Click here or copy and paste: <https://shorturl.at/jvF57>