



UNIVERSITÀ
POLITECNICA
DELLE MARCHE

Dipartimento di Ingegneria dell'Informazione
Facoltà di Ingegneria
Dipartimento di Management
Facoltà di Economia "Giorgio Fuà"

in collaborazione con



SCUOLA SUPERIORE
DEI LIONS CLUBS
"Maurizio Panti"



CONFINDUSTRIA MARCHE NORD
Unione Industriali Ancona e Pesaro Urbino



HackUNIVPM 2018

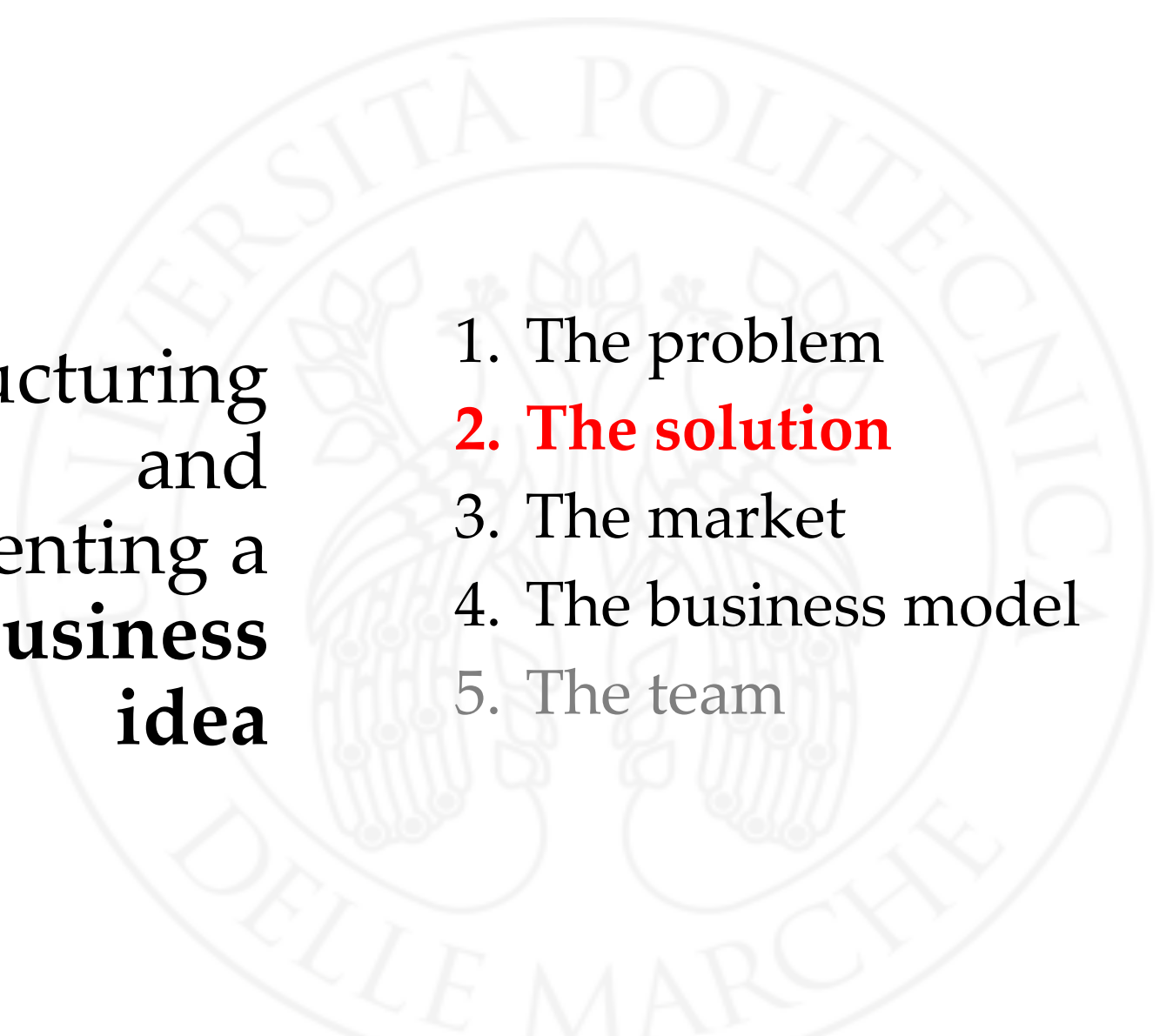
Premio / 29/30
Maurizio / Novembre
Panti / 2018
per l'assegnazione del
"Premio Maurizio Panti":
1.000 €

**Structuring and
presenting a
business idea**

Prof. Donato Iacobucci

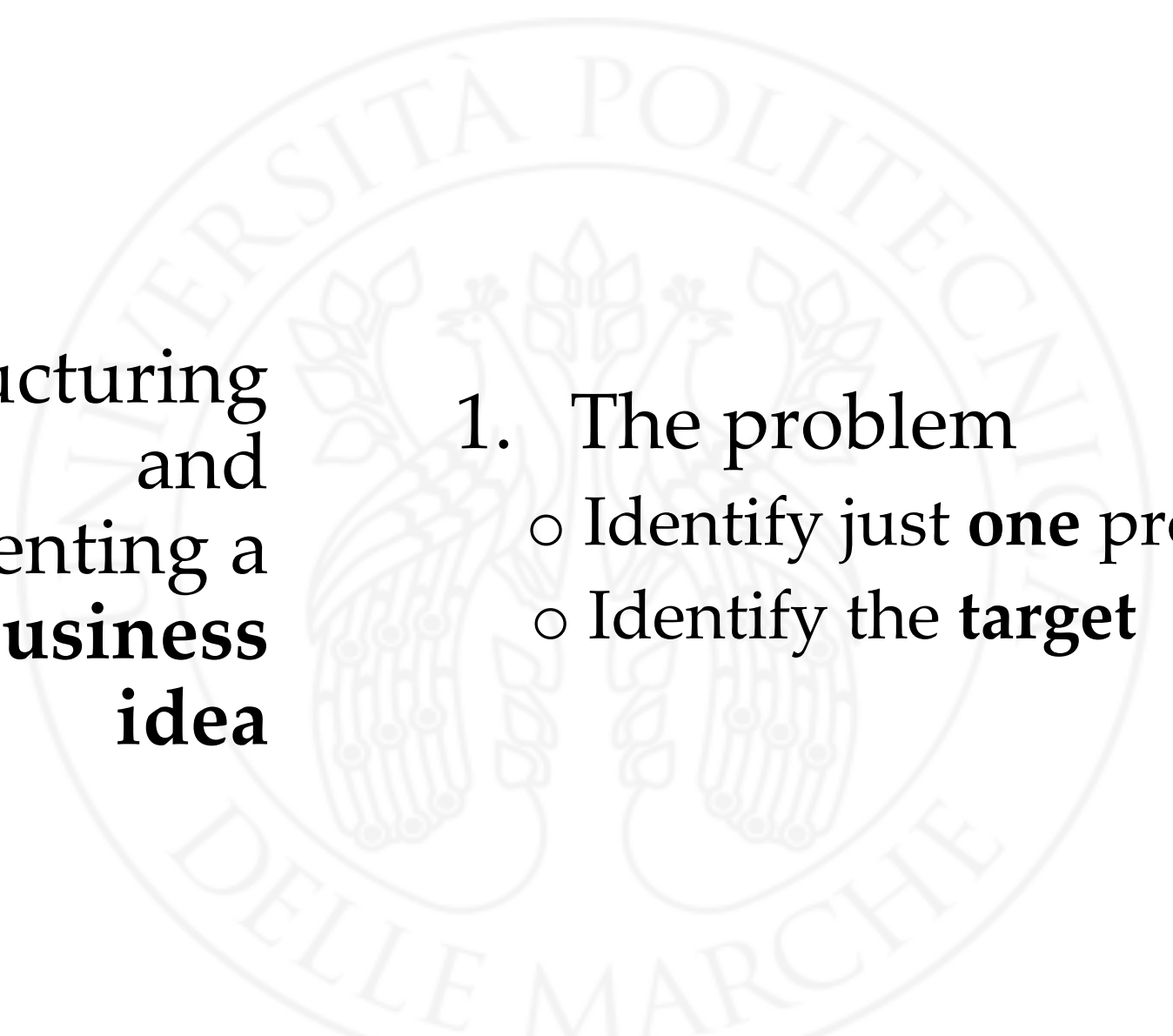
Centre for Innovation and Entrepreneurship

Università Politecnica delle Marche



Structuring
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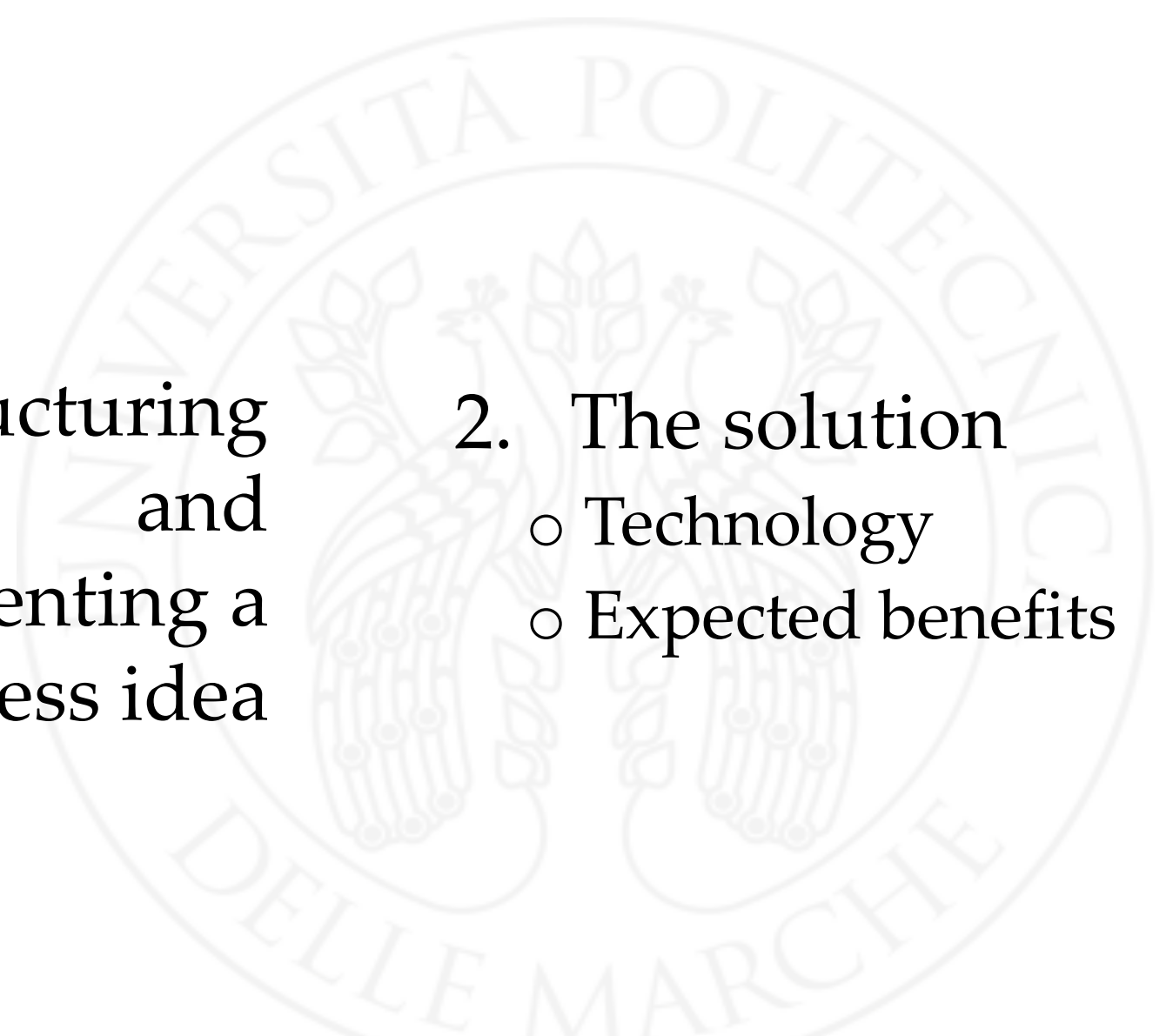
1. The problem
- 2. The solution**
3. The market
4. The business model
5. The team



Structuring
and
presenting a
**business
idea**

1. The problem

- Identify just **one** problem
- Identify the **target**



Structuring
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2. The solution

- Technology
- Expected benefits

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3. The market

- Size of the market (quantity and value)
- Growth rates
- Competitors

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4. The business model

- Pricing policy
- Who is paying and why
- Market penetration

Structuring
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5. The team

- Competences
- Experience
- Passion

An example

- **Airbnb:**

<https://www.slideshare.net/PitchDeckCoach/airbnb-first-pitch-deck-editable>