Arkansas Tech Business Challenge
Spring 2013

The student teams (3 to 5 members) will present a power point presentation to the judges of a business start-up idea or a business expansion idea. The Power Point presentation slides must be submitted to the judges in printed form (3 to a page with notes) prior to the presentation and must cover the following topics, in order:

I. The Startup or Expansion Idea
   a. Explanation of idea (what it is, why it is important, and for whom the idea is intended)
   b. What problem does this solve?
   c. Who solves this problem now?

II. Organization or Structure
    a. How will the idea (product or service) be produced and/or distributed?
    b. Who will run the organization and what makes them qualified to do so?

III. How will the idea be marketed?
    a. How big is the market for this idea?
    b. Who are the competitors?
    c. What is the competitive advantage the idea has over the competition?
    d. Description of the target market.
    e. How will the target be made to become interested in purchasing and adopting the idea?

IV. How profitable is this idea?

V. What resources are needed (financial and other) and how will they be obtained?

Each presentation should be 5 to 7 minutes long.