

	<b>I2P Presentation Guidelines</b>
<b><u>CONTENT</u></b>	<b><u>Recommended Slide Elements for the Presentation</u></b>
Product overview	What the envisioned product/service is and does (emphases on benefits), Its uniqueness and/or innovativeness
Technology Description	Description, (its uniqueness and/or innovation), and the status of the technology that underlies product/service
The Pain	The pain and how the product/service solves the problem. Addresses the social need.
First Customers	Who they are and what they are like
Initial Market	Initial market segment (market potential, health of industry, timeliness)
Competitive advantage	What are the barriers to entry, clear competitive advantage, and anticipated IP protection?
Technology Development (TD) & Next Step	Current development state for the technology & necessary technology development for the next stage of commercialization.
Prototype milestones	Necessary steps to develop a working prototype of the product/service.
Financials for TD	Cost estimates for steps to and including prototype development.
<b><u>PRESENTATION</u></b>	<b><u>Factors to consider when giving the presentation.</u></b>
<b><u>OPEN</u></b>	
	-Gets listener attention, conveys opportunity message, previews presentation.
<b><u>CLOSE</u></b>	
	-Gets attention and reinforces the message.
<b><u>VISUALS</u></b>	
	-Simple, clear, effective graphics and good use of tables, charts etc.
<b><u>DELIVERY</u></b>	
	-Presenter delivers the message with passion.
	-Presenter takes command of the situation.
	-Presenter stays focused on the message.
	-Presenter shows confidence.
	-Presenter maintains eye contact.
	-Presenter faces the audience at all times.
	-Presenter does not interrupt.
<b><u>Q &amp; A</u></b>	
	Presenter (Team) handles questions well.
	- Asks speaker to repeat question if not understood.
	- Summarizes/Repeats the questions.
	- Asks a teammate or says so if he/she doesn't know answer.
	- Stays focuses on the question.
	- Does not take the questions personally.