



Guide to the product presentation

Slide №	Description
1	<ul style="list-style-type: none"> • Logo (if there is such) • Project name • Key phrase, describing the product or the technology
2	<p>General information about solution/product:</p> <ul style="list-style-type: none"> • Sector/field • Brief overview (3-5 sentences) • Clients/partners
3	<p>Problem statement:</p> <ul style="list-style-type: none"> • Description of the problem that is solved by the project • Solution approach and its innovation • Description of the main technological and market trends in the sector
4	<p>About the technology:</p> <ul style="list-style-type: none"> • Description of the core technology • Company's scientific publications, patents and implementations
5	<p>Implementation effects:</p> <ul style="list-style-type: none"> • Calculation of the economic effect • Calculation of the pilot implementation budget • Other effects (environmental etc.)
6	<p>Competitors:</p> <ul style="list-style-type: none"> • Description of the closest analogs and advantages of the solution • Companies and institutions leading similar research and development • Advantages of competitors' solution
7	<p>Market parameters:</p> <ul style="list-style-type: none"> • Potential customers • Potential markets • Assessment of the market volume, its dynamics and project positioning on it

8	Team: <ul style="list-style-type: none">• Key team members• Total number of the team• Brief description of the members' experience• Mentors / advisers (if there are such)
9	Resources: <ul style="list-style-type: none">• History and dynamics of project development• Venture capital/other financing involved• Participation in development institutions' programs• Participation in other acceleration programs
10	Goals: <ul style="list-style-type: none">• Suggested format of business interactions with customers• Current status of the project• Key project objectives and its estimated completion time
11	Contacts: <ul style="list-style-type: none">• Full name, phone number, email address• Link to the project website, pages in social networks, apps