

Skriftlig presentation/ Business Concept

- Max 1 Sida, använd mall
- Skrivas på engelska
- PDF format
- Skickas till
Petra.peters@ungforetagsamhet.se
- Deadline 13:30

BUSINESS CONCEPT
Come up with a product or service that will make the fashion industry more inclusive
Team name: Team members:
Proposed solution (service, product or innovation)
Executive Summary: (brief description: what is it and for whom?)
Innovation: (describe the innovative character of your solution)
Target group: (who is the user of the solution? Who decides on buying/investing in the solution?)
Detailed Description: (design/functions/features/benefits)
Needs: (what needs will the solution fulfill? Are the needs of each target group the same?)
Feasibility
Uniqueness: (compared to other solutions that are available, what is so special about yours? What distinguishes your solution from the other? What makes your solution more attractive?)
Marketing: (how do you intend to market your solution? How will you make sure the end user has access to the solution? How will you make sure the end user wants and is able to make full use of the solution?)
Finances: (what are the cost to produce/provide the solution? What is the investments the buyer has to make the solution work? You do not need to quantify these, just note down your thoughts or areas of investments/cost categories)
Implementation: (how will your solution be produced/implemented? Does your solution require any particular technology?)
Maila till petra.peters@ungforetagsamhet.se

Skriftlig presentation/Business Concept

- **Innovation:** beskriv vad som är innovation med idén
- **Målgrupp:** tex aktiva ungdomar, trötta studenter, barnfamiljer
- **Behov:** vilket behov kommer idén att uppfylla
- **Unik:** finns andra likande lösningar, vad för er idé unik
- **Marknad:** hur ska idén marknadsföras
- **Lönsamhet:** ha någon form av prisuppfattning och tidsramar
- **Implementering:** hur ska idén produceras? Speciell teknisknik?



Skriftlig presentation/Business Concept

DEADLINE: 13:30

SKICKA BUSINESS CONCEPT TILL:

Petra.Peters@ungforetagsamhet.se

MALL FINNS PÅ:

www.ungforetagsamhet.se/Zalando

Pitch

- **3 minuter**

All gruppens medlemmar måste säga något under presentationen/pitchen

- **Power Point presentation**

Max 3 Slides, använd mall

- **Pitch sker på engelska**

- **Presentation skickas till**

Petra.peters@ungforetagsamhet.se

- **Deadline 14:45**

Presentation inför jury

- **Separat Teamsmöte,**
Länk kommer i chatten i er lagkanal
- **Jurymöten är schemalagda**
I väntan på pitch kan ni öva med era coacher
- **Pitchschema finns på hemsidan bland filerna**
- **Hålltider**
Moderatorn informerar när 30 sek återstår

Pitchschema

15:15	Lag 5
15:25	Lag 4
15:35	Lag 8
15:45	Lag 1
15:55	Lag 7
16:05	Lag 6



Pitch

DEADLINE: 14:45

SKICKA POWER POINT TILL:

Petra.Peters@ungforetagsamhet.se

MALL FINNS PÅ:

www.ungforetagsamhet.se/Zalando

