



# \$100k Challenge

## Venture Summary Guide

The following document is a guide to writing a Venture Summary for entry into the Velocity \$100k Challenge.

### MAIN POINTS

- ◉ Use no more than 2,000 words and use the section structure below as your outline.
- ◉ Also submit your completed Business Model Canvas (LEAN or Osterwalder).
- ◉ Use the issues listed in each section as a guide but don't feel you have to cover every point or respond to them in the order they are written – just cover the main issues for your venture in each of the sections.
- ◉ Make sure you “sell” your vision and why you think that you (and your team) can achieve it.
- ◉ Please include a paragraph (not more than 50 words) at the end that can be used for “public” circulation. This should be detailed enough that it describes the venture but should not disclose any confidential or commercially sensitive information about your venture.

### VENTURE SUMMARY DOCUMENT \$100k CHALLENGE

#### *Introduction*

A Venture Summary is a **2,000** word document that summarises the major aspects of your venture. It is not a full Business Plan (10 pages) but is longer than an Executive Summary (1-2 pages).

The Venture Summary should include the below sections. Each section addresses a key question regarding the venture:

1. Summary
2. Problem
3. Customer
4. Solution
5. Business Model
6. Team
7. Prototype
8. Resources



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Please stick to the 2,000 word limit and to the section structure outlined above.

A brief guide to writing each section appears below, including some key questions to guide you.

The questions here should not be treated as a 'list' – as they are a guide only. You will not be able to answer each individual question in your summary.

Write each section in a normal paragraph style - do not simply answer each question separately.

Resources for how to complete a Business Model Canvas and more are available on [www.velocity.auckland.ac.nz](http://www.velocity.auckland.ac.nz) can also be used to prepare the sections of the

Venture Summary.

**1. Public Disclosure Statement (50 words maximum, not included in 2,000 word limit)**

This brief paragraph describes the venture but does not include any confidential or commercially sensitive information. Please think carefully about what you write since the information will be published in our prize giving booklets and also made available to the media.

**2. Describe the Problem (WHY)**

The purpose of the describing the problem is to clearly establish that there is a definite and substantial 'problem' in the target market.

- ◉ *What is the crucial problem faced by your customer?*
- ◉ *How do you know this problem exists?*
- ◉ *Capture what you know to be true about core frustrations being experienced.*
- ◉ *What validation has taken place to prove the above is true?*
- ◉ *What are the current existing alternatives?*

**3. Customer & Market Opportunity (WHO)**

In this section outline who will be using this product/service and what is the size of the opportunity.

- ◉ *Who is your customer?*
- ◉ *Why will they buy or use this product/service?*
- ◉ *What is the size of your target market?*
- ◉ *How well is the target market defined?*
- ◉ *How will your company dominate this market?*
- ◉ *Is this market growing rapidly? Does it reach beyond New Zealand?*
- ◉ *What, if any, market validation has taken place?*
- ◉ *Who are your competitors?*



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#### 4. What solution are you offering (WHAT)

The purpose of the solution section is to describe in simple and clear terms what the solution you proposing, how it is made and what state it is currently in.

- ◉ *What is your solution to the problem?*
- ◉ *What is the benefit to the customer and why is your solution different?*
- ◉ *What are the defining elements that make this the best solution?*
- ◉ *What makes it unique?*
- ◉ *Do you own the intellectual property? What is this intellectual property? Can it be registered in the future? If not, are there other factors that will enable barriers to entry for others to be created?*
- ◉ *Why should customers have confidence in this solution above others?*
- ◉ *What state is your solution in? (idea / prototype / beta tested / in market)*
- ◉ *How much time and money will be required to complete development?*

#### 5a. Business Model/Strategy (HOW)

This section should clearly define 'how' the venture will create value and how it will respond to the market environment.

- What is the business model and strategy?*
- ◉ *How will you reach your customers?*
- ◉ *Are there any barriers to entry?*
- ◉ *Current and projected capital requirements (money needed to start and grow business).*
- ◉ *How will you ensure your business model is sustainable long term? What is the venture's Business Model? (how does the venture make money?)*
- ◉ *Will the venture have partners? Who?*
- ◉ *What key milestones have been achieved to date?*
- ◉ *What are the venture's key milestones in the next 6, 12 and 24 months?*
- ◉ *What are the key risks to the success of the venture? How can these be mitigated?*



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### 5b. Financials

- ◉ *What is the financial plan? (Projected financial results – sales, expenses, **profit/loss for years 1 and 2**)*

PLEASE NOTE: Don't spend hours on the financials – you are not expected to be a financial expert. Simply try to give as clear an indication as possible so the judges can determine your business's potential.

### 6. Founders Team (Team)

This section should outline who is working on the project and describe the venture's structure and history (however brief).

- ◉ *Who are the founders?*
- ◉ *What domain/technical expertise do the founders have?*
- ◉ *What experience do they have? What are their levels of commitment (financial + workload)?*
- ◉ *Where are the gaps in the team and how will you fill them?*
- ◉ *What is the equity structure of the venture? (has a formal company structure been established? who are the shareholders?)*
- ◉ *Mention any advisors or mentors the team has access to.*

### 7. Prototype

Prototypes can be an image, drawing, video, mock website, etc. showing your product or service. Any videos must be under two minutes.

PLEASE NOTE: You are not expected to have a fully functioning prototype. Judges want to see that you have thought about the functionality and design of your product or service. Does your prototype have the potential to do what you claim?



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### 8. Resources

Include here all funding/grants/seed capital secured to support this venture, including level of investment and the provider of the funds. Also include any other resources that you have access to; for example industry connections, research labs or any other support.

**Submissions for the Velocity \$100k Challenge close on Friday 28<sup>th</sup> July, 12pm (noon)**

Queries? Contact the Velocity team: [admin@velocity.auckland.ac.nz](mailto:admin@velocity.auckland.ac.nz)