



Weekend User Manual

October 18–20, 2019



STARTUP48

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MAKING AN IMPACT
STARTS HERE!



Imprinted Promotional Products, Tradeshow Booths & Displays

Startup 48 Schedule

Day 1 | Friday

6:00 pm	Registration
6:30 pm	Dinner
7:00 pm	Welcome and Speaker
8:00 pm	Pitches Start
9:00 pm	Cast Your Vote
9:30 pm	Team Building
10:00 pm	The Fun Begins!

Day 2 | Saturday

8:00 am	Doors Open/ Breakfast
8:30 am	Work Time
12:00 pm	Lunch
1:00 pm	Work Time
5:30 pm	Dinner
7:30 pm	Work Time
10:00 pm	Wrap-up

Day 3 | Sunday

7:00 am	Doors Open/ Breakfast
8:30 am	Work Time
11:30 am	Lunch
1:00 pm	Tech Check
4:00 pm	Dinner
5:00 pm	Final Presentations
7:00pm	Judging & Awards
8:30pm	After Party

Handy Information

URL for event: Startup48.co

Wi-Fi Username: _____

Wi-Fi Password: _____

Facebook Account: /Startup48

Twitter Handle: @Startup48_EC

Instagram Handle: @Startup_48

Event Hashtag: #Startup48

Part of Startup 48 includes reaching out to an audience via social media - so be sure to tag your posts with the right handles and hashtags to increase the reach of your posts!



Code of Conduct

Startup 48 organizers are dedicated to providing a harassment-free event experience for everyone, regardless of gender, sexual orientation, disability, physical appearance, body size, race, or religion. We do not tolerate harassment of event participants in any form. Sexual language and imagery is not deemed appropriate. Participants violating any of these rules may be sanctioned or expelled from the event, at the discretion of the conference organizers.



Pitch Your Awesome Idea!

What makes a good opening pitch?

Startup 48 kicks off with everyone getting 60 seconds to sell their awesome idea destined to become better than sliced bread. 60 seconds is not enough time to explain your idea in detail so focus on generating excitement about your idea and motivating others to get on board!

Who am I?

5 - 10 seconds: state your name as well as your unique skills and knowledge.

What's the problem?

10 - 20 seconds: describe the problem simply and in a way that the audience can relate to.

What's your solution?

10 - 20 seconds: make your solution realistic and highlight what is innovative about it.

Who do you need?

5 - 10 seconds: you are currently surrounded by brilliant and enthusiastic people - who do you need on your team to make something awesome? Tell them!

Planning Your Pitch

Write out the points of your pitch below (hint: be brief)

Like What You're Hearing?

Even if you pitch an idea, be sure to keep track of other ideas you are interested in as possibilities once teams are formed!

Strategy Development

Establish a plan to finish your product and deliver a stellar presentation, adding to the list as needed!
Remember, we are looking for a MVP - **a product ready for the marketplace, with just enough features to satisfy early customers and provide feedback for future product development.**

- Day1**
- Starting Mapping Out Minimal Viable Product (MVP)
 - Identify your Riskiest Assumption and the Problem you are Solving
 - Business Model
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- Day2**
- Refine MVP map
 - Market Research
 - Start Building the Minimal Viable Product/Demo
 - Customer Validation
 - Graphics and Information
 - Keep Building
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- Day3**
- Validate
 - Obtain Fans/Customers
 - Roll-out Strategy
 - Finalize Business Model
 - Practice Pitch
 - Finish Building
 - Tech Check - Mandatory
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Brainstorming

There is a stack of Lean Canvas Business Models nearby, go grab one. Let's get that filled out.

Questions to Get you Started

- What is the problem? What solutions already exist?
- What unique resources and experience are we bringing to this project?
- Who will be our customers? Who will be early adopters of our product?
- What customer needs are we addressing? What value are we providing customers?
- How can we most effectively reach our customers?
- What are our customers really willing to pay?
- What can we measure to determine success of our product?
- What are the key resources that we need and how much do they cost?

Not into paper copies? Head to www.startup48.co/resources to discover an online version that you can use during the weekend!



Final Presentations

You made it! Each team has 5 minutes to present their startup, followed with 5 minutes of Q&A from the judging panel. Double check that all your technology is working prior to presentations!

What are the Judges Looking for?

Validation

- What problem are you solving?
- Is the specific target market defined?
- Did you receive useful customer feedback?

Execution and Design

- Do you have a functional MVP?
- Is your product useful?
- Is the User Interface clean and easy to use?
- Does the team work well together?
- Does your solution work?

Business Model

- How will you stand apart from your competition?
- What's the strategy to enter the market?
- How are you going to make money for your business and your investors?
- Is your user acquisition model realistic?

Tips for a presentation that will rock!

- Save time by only having 1 or 2 speakers
- Focus on what's been accomplished - not what's left to do
- Leave details and in-depth explanations for the Q&A
- Have all demos saved on local devices
- Preload all pages in different tabs
- Don't make any claims without data to back them up
- Practice, practice and then practice some more

Pre-Presentation Checklist

- Decide who will be talking
- Save any examples or demos to a local device such as a laptop
- Make sure your presentation covers all the criteria the judges are considering
- Appoint someone who is not speaking to be in charge of running technology
- Pre-load all examples and demos onto a local device
- Time the presentation, using the visual aids and any technology - make sure it doesn't exceed 5 minutes
- Practice again
- Determine who will answer what questions during the QandA (for example; Who will answer questions about the business model? Who will answer a question about user experience?)
- Relax - the judges are super excited to hear about your idea and this presentation will be over before you know it!

Thank you for participating in Startup 48!

We welcome you to the family of entrepreneurs that this event has cultivated over the years. Our hope is that skills & experiences, gained this weekend, will be part of your growing business story.

Be sure to check in at Startup48.co and follow us on social media to be notified of new events and resources.



www.Startup48.co

This event would not be possible without the efforts of community partners:



Dennis L. Heyde
Entrepreneur Program

University of Wisconsin
Eau Claire

