

ENGR 192A
Outline Guide for Team Project and Presentations
Fall 2011

Premise: For the purpose of your team project and presentation, assume your team is developing an initial introduction for a group of potential investors. The “pitch” you are creating should outline a new product or service idea that is designed to be a disruptive innovation in healthcare. The purpose of the pitch is NOT to give a full business plan, but to present enough information that would entice a potential investor to want a second meeting that will cover more detail (this is actually how it usually works in the venture capital world). The presentation should not be more than 15 minutes long, and each member of the team is to give part of the presentation.

Below is a suggested outline for developing a product idea and presentation:

1. **Situational Analysis:** Describe the healthcare area that is the subject of your new product or service. Give some basic facts about the area, for example: What is the purpose of the existing product or service? Where is it usually delivered or purchased, and by whom? Does the existing product or service fall into a solution shop, value-added process business or facilitated business network model?
2. **Opportunity:** Address the unmet need not addressed by current products or services (what is the job that needs doing?). What change in the healthcare landscape do you plan to exploit?
3. **Product Promise:** Describe your new product or service idea, and how it will address the opportunity you described above. How does it disrupt current product or service offerings (make something simpler and more affordable)? Does it disrupt within a business model or across business models?
4. **Business Plan:** Give an outline of your plan to meet the product promise described above. The plan should touch on who will be the likely buyers/users of the product or service, where will the product or service be delivered or purchased, and how will it likely change the healthcare delivery landscape.
5. **Potential Risks:** Describe potential risks to your new product or service...those situations that might reduce usage of the new product or service.
6. **Closing Summary:** One page summary of the key points of your idea and plan.

Each team should be no more than 5 members. Team presentations will be judged on the following:

Innovation: How unique is the product/service idea? Is it likely to be a real disruptive innovation?

Clarity and Conciseness: How clearly and effectively the team communicates the product idea and plan.

Logic and Content: Is the product realistic? Is the plan for developing the product/service feasible?

Persuasiveness: The likelihood that a panel of “VCs” would want to hear more about the idea.