

THE LAUNCH

MILESTONES 2025

MILESTONES & DEADLINES

**Oct
12**

#1 Business Overview Submission

**Oct
23**

#2 Pitch Deck Submission

**Oct
25**

First Round of Pitches

**Nov
20**

#3 Final Pitch Deck Submission

**Nov
22**

Final Round of Pitches

Oct
12

Business Overview Submission

Business Overview Outline

Launch Competition

The Business overviews should be 5-7 pages. As a reference, below is an outline with the required elements.

1. **Business Overview - What is the business proposition?** 1 After defining the problem you are solving, write about your team and the mission and vision behind your proposition
 - a. Briefly describe your business
 - b. Company's mission and vision statement
 - c. Provide the management team (titles, academic background, professional experience) and organizational structure, including the team's capabilities to serve the business need
 - d. Include logo and graphics
2. **Problem Definition - What is the problem/opportunity?** 2 Use information from customer interviews and other data to describe the importance and the size of the problem you are solving
 - a. Describe the problem your company is solving
 - b. Show evidence that a real need must be attended, specifying why your problem is worth solving
3. **Product or Service - What is the solution?** 3 Only describe how your product or service will solve the problem and it's benefits
 - a. Describe your product/service line including but not limited to:
 - Benefits of your product/service
 - b. Explain the stages of development of the product/service *
 - c. Describe the company intellectual property position (i.e., trademarks, patents, copyrights, trade secrets, etc.) *
4. **Business Model - How will you generate revenue?** 4 Remember that your customer's findings will help determine the best strategy to sell your product/service. Don't forget to include the costs
 - a. Describe the business model
 - b. Provide projected customer acquisition cost
 - c. Pricing strategy *
5. **Market Analysis - Who is your target market?** 5 Use your findings to detailed your end customer, including your competitors analysis
 - a. Explain the market and competition briefly
 - b. Describe your primary customer of the product/service
 - c. Define your size target market*
6. **Competitive Advantage - How is it different?** 6 State your value proposition and what is unique about your solution
 - a. Describe your company's unique capabilities and differentiators
 - b. Explain your company's special, sustainable, competitive advantage(s)
7. **Financials - What are the financial requirements?** 7 Define the amount of money your company is seeking, the entitled use of the money and how much money are expecting to make in one year
 - a. Explain your capital requirements
 - How much money is the company seeking?
 - What is the fund allocation?
 - b. Specify revenue expected in one year

*Not required

Oct
23

Pitch Deck Submission

1 Here is an example to prepare your Pitch deck

iTea
Better health, Better life

Start With Good
BETTER HEALTH, BETTER LIFE

Problems
What if I don't have time?
Which tea is beneficial to my health?
Will those teas work for me?

Customer Discover Process
Interviews
• Amount: approximately 300 people
• Age Range: 16-70
• Places: Mall, ORU, OSU, Coffee Shop, Tea Store, Walmart, Online, Random

iTea Solution!
A wonderful serenity has taken
This provides customers with a wide variety of healthy high quality tea options, as well as tea consulting services and health consultants to help customers to choose the right type of tea.
This company provides tea, tools and equipment for making tea, tea advice, and more.

iTea Values
BETTER HEALTH, BETTER LIFE

Products
• Loose leaf tea includes black, green, white, rooibos, pu-erh, oolong
• Tea bags and boxed tea
• Fruit tea and scented tea
• Teaspoons

Service
• Tea consulting service (in tea health consultant, and real person tea health consultant)
• Subscription (TeaMail, online channel and web community)

DIY
• DIY (do it yourself) package of tea box as a gift
• Customize tea

Target Market
BETTER HEALTH, BETTER LIFE

• Gender: Male and Female
• Age: 22-55
• Income: 50K+
• Education: GED or higher
• City or country: City
• Lifestyles: Healthy lifestyles; love exercise; health-conscious individuals
• Other: Interested in exploring different tea blends; love learning about the health benefits of different types of tea
• Generation: Millennial and Gen X

Why Customer Choose iTea
BETTER HEALTH, BETTER LIFE

Product
1. To have quality tea
2. Focus on improve health
3. Can have products tailored to your idea

Service
1. Traditional tea consulting services
2. Convenient and efficiency
3. Enhance the quality of life

Strategy Details

Our Competitors
BETTER HEALTH, BETTER LIFE

Website Tea Store
• Harney & Sons Fine Tea
• Smooth Tea
• Healthy Tea Room

Others
• Local Tea store
• Grocery store
• Amazon

iTea Subscription Model

Our Financials
BETTER HEALTH, BETTER LIFE

STARTUP EXPENSES

ITEM	AMOUNT
Office equipment	\$5,000.00
Phone of Tea	\$2,000.00
Post Tea	\$2,000.00
Tea Tools and Equipment	\$1,000.00
Photography (Shots and Brand)	\$1,000.00
Bank Labels (for 500 boxes)	\$100.00
Tea	\$100.00
Basic Printer	\$100.00
Total	\$13,100.00
OPERATIONAL AND PROMOTIONAL EXPENSES	\$1,000.00
Advertising	\$2,000.00
Printing	\$500.00
Other Additional Categories	\$1,000.00
Total	\$4,500.00
OTHER EXPENSES	\$1,000.00
Insurance	\$1,000.00
Rent	\$1,000.00
Utilities	\$1,000.00
Legal & Professional Fees	\$1,000.00
Food & Beverage	\$1,000.00
Total	\$6,000.00
Revenue for 12 Months	\$12,000.00
TOTAL STARTUP EXPENSES	\$25,100.00

**Nov
20**

Final Pitch Deck Submission

- 1 Use this dropbox link to submit your Pitch deck:

Scan:

