Venture Name

One line, 50 characters or less: what you make and for whom

Undergraduate or Graduate Track

McGINNIS VENTURE COMPETITION 2027
CARNEGIE MELLON UNIVERSITY

01 Problem & Customer

- Who your customer is, as specifically as possible
- The problem they face, and how often
- How they solve it today, and what that costs
- Evidence: interviews, surveys or observations
- Why now, and why your team is suited to solve it

02 Solution & Insight

- What you're making, plainly
- The outcome customers get
- Competitors and alternatives
- What you know that they don't
- Stage: idea, prototype or MVP

Photo

Product, prototype or sketch

03 Market & Business Model

- Who pays, and how you'll charge them
- Expected price per customer per year
- Market size, bottom-up: customers × price
- How you'll reach your first customers
- Biggest costs to build and deliver it

04 Validation & Next Step

- Interviews completed and what you learned
- Sign-ups, waitlist, LOIs or pilots, if any
- How long you've been working on it
- Your riskiest assumption, and how you'll test it
- The ask: prize amount, its use, and by when

Team: [Name — CEO, CMU program] · [Name — CTO, CMU program] · [Name — Role]
Contact: [email] · [website]