

# The Fourth XJTLU Global “Dream-Chasers” Entrepreneurial Competition

## First-Round PPT Preparation Guidelines

Dear Participants,

To ensure that your PPT submission for the first round of the competition is clear and comprehensive in presenting your entrepreneurial project, the following PPT preparation guidelines are provided for your reference. The PPT should consist of the following six sections, each covering the specified content points.

### Slide 1: Title Slide

**Project Title:** Present your entrepreneurial project title in a concise and clear manner.

**Team Members:** Indicate the names and university or college of all team members.

**Contact Information:** Provide the team leader’s phone number and email address to facilitate communication.

### Slides 2: Project Background

**Introduction:** Briefly introduce your project.

**Specific Pain Points:** Clearly articulate the precise issues or pain points your business aims to address. Avoid vague descriptions and focus on specific scenarios that highlight the problem.

**Severity of the Issue:** Utilise data, case studies, and user feedback to demonstrate the prevalence and severity of the problem, thereby resonating with the audience.

### Slides 3: Core Technology Solution

**Innovative Product or Service:** Elaborate on how your product or service offers an innovative solution to the identified problem. Highlight its unique features and advantages over existing solutions.

**Effectiveness of the Solution:** Use relevant pictures or diagrams such as module diagrams and flow charts to introduce the technical implementation path, or provide a detailed description of the main technology and clear examples to show how your solution can continue to address the problem effectively over time.

### Slide 4: Market Opportunity

**Market Size:** Use credible sources to show a deep understanding of the market, including its size, growth potential, and target customer.

**Growth Potential:** Evaluate the unmet needs within the market and the potential for your business to capture a significant market share, highlighting the growth opportunities available.

*Reliable information sources may include industrial reports, questionnaires, interviews, information, literature search, competitor analysis, etc.*

#### Slide 5: Businesses Model

**Profit Method:** Clearly illustrate the complete profit pathway of your entrepreneurial project, from product or service production and sales to profit generation. Explain the logical connections and synergies between each stage. Explain in detail how your business makes money, how it achieves profit. This section needs to be very clear because it directly addresses investors' concerns about the viability of your business. For instance, specify Revenue & Cost per product/service.

**Sustainable Growth Strategies:** Analyse how you plan to achieve sustainable growth through continuous innovation, market expansion, customer relationship maintenance, and brand building. Ensure the long-term profitability and market competitiveness of your project.

#### Slide 6: Team Structure

**Team Members Introduction:** Provide detailed information about your entrepreneurial team members, including their names, positions, professional backgrounds, relevant experience, and responsibilities within the project. Explain how the team's collective strengths can drive the successful implementation of the project, such as successful startup cases, industry awards, and technology patents, to enhance the team's credibility and appeal.

**Advisors and Mentors:** If any external advisors or mentors are involved in your entrepreneurial project, provide detailed information about their names, professional backgrounds, affiliations, roles in the project, and contributions. Highlight the professional guidance and resource support they offer to the project.

**Partnerships and Resources:** If any partnerships have been established with external organisations or individuals, such as suppliers, customers, investment firms, and industry associations, list them and explain the resource support and collaborative advantages these partnerships bring to the project, such as funding, technology, channels, and branding, to enhance the project's overall strength and competitiveness.

Participants are kindly requested to prepare their submissions in accordance with the aforementioned guidelines, ensuring comprehensive content, logical coherence, and clear thematic emphasis that effectively demonstrates the potential and distinctive advantages of their entrepreneurial ventures.

We have provided a PowerPoint template to guide participants on what content to include in each section; however, it is not mandatory for participants to adhere strictly to this template. Please access the competition's official website to download the document. We extend our best wishes for your outstanding performance in the competition.



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XJTLU Global “Dream-Chasers” Entrepreneurial Competition

# 第四届西浦全球创业梦想家大赛

## 初赛报名 PPT 准备指南

尊敬的参赛选手：

为确保您在初赛报名时提交的 PPT 能够清晰、完整地展示您的创业项目，现提供以下 PPT 准备指南，供您参考。该 PPT 应包含以下六个部分，每页需涵盖相应内容要点。

### 第 1 页：封面

**项目名称：**简洁明了地呈现您的创业项目名称。

**参赛团队成员：**注明团队所有成员姓名及所属院校。

**联系方式：**提供团队主要负责人的联系电话和电子邮箱，以便后续沟通。

### 第 2 页：项目背景

**介绍：**简要介绍您的项目。

**具体痛点描述：**清晰地阐述您所关注的行业或社会中存在的具体问题，如消费者面临的不便、市场存在的空白等，避免空泛的描述。

**问题严重性说明：**通过数据、案例分析、用户反馈等方式，展示这些问题的普遍性和严重性，引起评委和投资者的共鸣。

### 第 3 页：技术解决方案介绍

**创新产品或服务：**详细展示您的产品或服务如何解决上述问题，突出其创新性和独特性，与现有解决方案相比的优势。

**解决方案的有效性：**使用相关图片或模块图、流程图等图表介绍技术实现路径，或提供核心技术的详细描述及清晰的示例，说明您的解决方案在未来一段时间内如何持续发挥作用，解决相关问题

### 第 4 页：市场机会

**市场规模：**使用可靠的资源来显示对市场的深刻理解，包括其当前规模、增长潜力和目标客户。

**市场潜力评估：**评估该市场中尚未被满足的需求，以及您的创业项目在满足这些需求方面的潜力，说明市场容量的增长空间。

可靠信息来源包括行业报告、问卷调查、访谈、信息/文献检索、竞争对手分析等。

## 第 5 页：商业模式

**盈利模式：**清晰地展示您的创业项目从产品或服务的生产、销售到实现盈利的完整路径，说明各环节之间的逻辑关系和协同作用。详细解释你的企业是如何赚钱的，它是如何实现利润的。这部分需要非常清楚，因为它直接回应了投资者对项目可行性的担忧。例如，您可以介绍每个产品/服务的收入和成本。

**可持续增长策略：**分析您如何通过持续创新、市场拓展、客户关系维护、品牌建设等措施，实现项目的可持续增长，确保项目的长期盈利能力和市场竞争力。

## 第 6 页：团队结构

**团队成员介绍：**详细介绍您的创业团队的核心成员，包括其姓名、职务、专业背景、项目相关经验、在项目中的职责等，突出团队成员在相关领域的专业能力和丰富经验。说明团队在创业项目实施过程中所具备的整体优势，如何共同推动项目的发展。如成功案例、行业奖项、技术专利等，增强团队的可信度和吸引力。

**顾问与导师：**如有外部顾问或导师参与您的创业项目，请在本部分详细介绍其姓名、专业背景、所在单位、在项目中的角色和贡献等，说明他们对项目的专业指导和资源支持作用。

**合作伙伴与资源：**如果已与外部组织或个人建立了任何合作关系，例如供应商、客户、投资机构和行业协会，请列出它们，并说明这些合作伙伴为项目带来的资源支持和合作优势，例如资金、技术、渠道和品牌等，以增强项目的整体实力和竞争力。

请参赛选手按照上述指南准备，确保内容完整、逻辑清晰、重点突出，能够充分展示您的创业项目的潜力和优势。我们提供了 PowerPoint 模板，建议参赛者在每个部分中包含哪些内容；但参赛者不必严格遵守此模板。请访问大赛官网进行下载。预祝您在比赛中取得优异成绩！



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