First-round PPT submission: The 6-page PPT for the first round should include a cover page, project background, core technology, market opportunity, business model, and team structure.

**UPDATED FORMAT**

**For**

**The First-round PPT submission: The 6-page PPT for the first round should include**

1. A cover page - **content**: Startup’s name, logo (if any), brief tagline (summarizing the core idea); high-resolution product or service picture (half slide size)

1. **Problem / Opportunity: content**: Description of the problem or opportunity, supported by real-world statistics, stories, or visuals.
2. **Solution:** **content**: Presentation of your product or service and technology behind it as the solution, focusing on benefits rather than features
3. **Market opportunity: content**: Overview of market size (TAM, SAM, SOM), growth projections, and target customer segments
4. **Business model:** explanation of how your business makes money, detailing revenue streams, pricing strategy.
5. **Team: content**: Introduction of key team members and key advisors, their roles, and backgrounds highlighting relevant experience.