

AUT X CHALLENGE 2022

The Accelerator

7 June - 23 August



AUT



Let's Start Something Good!

You have an idea to explore a market opportunity or a way to solve a problem. Great!

Now you need to work out how to make it happen and we are here to help. Discover how to translate your idea into reality with X Challenge The Accelerator.

Register your details on the [X Challenge website](#) so we can keep you up to date, then start working your way through the content requirements outlined in this brief.

When you are certain you have a pitch deck ready to impress our judging panel submit via the online entry form before the deadline: 11.59pm Tuesday 23 August.

Welcome to The Accelerator





Your Brief

When going before investors, all startups will put together a pitch. This is usually a combination of slides (the pitch deck) and a verbal presentation.

For the purpose of X Challenge The Accelerator you don't need to do a verbal presentation - we will save that for the grand final on 29 November!

For the moment, we want you to assemble an awesome pitch deck to show our judges what your idea is all about. We've hopefully made your job a bit easier by detailing what to include in your slides below. Remember that in this instance you are pitching your idea to a panel of industry judges for a spot in the final of X Challenge 2022 - you are not pitching for investment.

Don't worry if some of the sections seem daunting or if you have questions. There will be optional weekly workshops and drop-in sessions, guest speakers and expert 1:1's plus a curated library of relevant resources to support your learning. The X Challenge team are with you during the whole process! Details for upcoming support sessions will be on the [website](#) so make sure to check in regularly.



The Content

Important note: The sections of your pitch deck are listed on the following pages. Please follow this format as it makes life much easier for our judges and ensures you haven't forgotten the important stuff. For some sections you may need a couple of slides to cover the necessary points but don't get too heavy-handed with information - this is not an academic paper!

We would expect your overall pitch deck to be between 15-25 slides. Please do not exceed the maximum number of 25 slides. Keeping your deck concise and punchy will improve its impact, so edit it down to the essential information.

First impressions count so make it look great. There are heaps of online templates or you can check out the resource links at the end of this document for some of our favorites.

Besides being your potential ticket to the X Challenge final and a first prize of \$10,000 cash, going through the process of building a great pitch deck will help crystallize your strategy and plans, will get your team on the same page, will give you content you can use to recruit new team members and will serve as a foundation for future fundraising.



1. Cover Slide

Company name

Logo (if you have one)

Tagline

Team lead name and contact details

2. Summary

It is useful to orient your audience right away on what your company is doing. Don't include so much detail that you "steal your thunder" for what comes later in the pitch deck, but you also don't want the judges distracted for the first half of your deck unsure of what you are all about.

Starting with a brief snapshot helps ground people and head off questions. The X Challenge team will also use this summary to let people know who has entered The Accelerator and the essence of their idea.

Here is a hypothetical example:

UberExpense is reinventing expense reporting for small business



3. Problem and Customer

“Pitch the problem, not the solution” (thanks to Dave McClure) is always good advice to founders, who tend to be in a hurry to talk about their technology. Talk about the problem you solve and who has that problem. And be clear if this is a **new** problem your customers are dealing with or an old problem where you plan to bring a new/disruptive solution. If it is an old problem why is it only now that it can be addressed?

Talk about how the customer is solving the problem today. Grab the judges attention with customer anecdotes or images: for example a screenshot of the broken old legacy systems your customers are using, or quotes and anecdotes from customers about their pain points.



4. Solution and Benefits

This is where you suddenly announce that you have the ‘paracetamol’ to your target market’s headache. In essence, you need to show that you have a killer solution to the problem(s) previously mentioned.

What specifically are you offering to whom? Software, hardware, services, a combination? Use common terms to state concretely what you have, or what you do, that solves the problem you’ve identified. Talk about the key capabilities of your solution and what problems they solve for the customer. Focus on the benefits of the solution and what they allow your customer to do, not just what the solution does. Do you save people time? Money? Generate new revenue?

Show where and how your solution fits in the existing market or the broader ecosystem of your target customer(s). Do you complement commonly used technologies, or do you displace them? Do you change the way certain business processes get executed, or do you just do them the same way, but faster, better and cheaper? Who exactly is the buyer, and if that person different from the user? (e.g. your customer may be parents who are buying your solution for their children - your user). You might need to offer a use case or two to make sure we understand how your customers apply your solution.



5. Unique Advantage (or Secret Sauce)

Convince the judges that no one else can easily duplicate or surpass your solution (assuming that's actually true).

Your unique advantage could be proprietary technology, intellectual property, unique team expertise or a unique partnership - or a combination of these elements.

Highlight the elements of your solution that give you unique potential or leverage.

6. Market Insights and Customer Validation

Now you want to show evidence, both that the opportunity is real and how big it is. Define the size and scope of the opportunity and if there is future growth potential. Do you plan to expand into other regions or global markets? Is the problem/market growing?

Share critical insights you have gained from customers e.g. interviews, polls, research, industry insight.



7. Competitive landscape

You may be good, but are you really better than everyone else? Use this slide to show why your solution is the best one in the marketplace. Help the judges understand your competitive landscape of legacy competitors, new startup competitors, adjacent spaces, and customer alternatives. Talk about who is in the market today, who you expect to enter the market, and how you are different from the competition. Make a statement about how much better/ different your solution is than what is currently practiced or available from others.

The objective of this slide is not to list all the deficiencies of the competition. Keep your differentiation at the level of strategy and focus, don't get caught up into feature-to-feature comparison. Summarize the three or four key reasons why customers prefer your solution to other solutions. You need to convince the judges that lots of folks will buy your product or service, even though they have several alternatives. And don't forget that the toughest competitor is often the status quo—most prospective customers can muddle on without buying your solution or your competitor's solution.

There are a number of ways you can visually lay out the segments in your market and where you and your competitors sit e.g. Venn diagram or competitive checkbox grid etc. Choose a method that best suits your solution.



8. Business Model

How do you make money? Usually by selling something for a certain price to certain customers. But there are lots of variations on the standard theme. Explain your financial model.

Demonstrate how you make money, or if your business is a social enterprise, how it will sustain itself.

Ensure that your pricing model is simple, easy to understand, and appropriate. Don't overcomplicate it.

The most important thing to convey on this slide is that you really understand the economics of a growing, dynamic company, and that your vision is grounded in an understanding of practical reality. The judges are not focused on the precision of your numbers, as it is understood that they are based on best assumption; they're focused on the coherence and integrity of your thought process.

Use e.g. Venn diagram or competitive checkbox grid etc. Choose a method that best suits your solution.

Shayna McWhirter



Now you've met the people behind AUT X Challenge, tell us about your team - even if it's a team of one! Show who is on the team, a few bullet points on each of their backgrounds, and discuss the mix of skills your team has as well as key roles that need to be filled.

Sabrina Nagel



Martin Bell



The judges should be confident that there is a good credible core group of talent that believe in the company and can execute the next set of milestones. Include any advisors or mentors that are actively involved too.

Anneke Lewis



9. Team



10. Milestones and Goals

You need to answer the question of what goals you have for the company over the next few years. Talk about the key milestones (product, revenue, new markets) you have achieved so far or plan to hit in the next 12–24 months.

Show what you plan to use the X Challenge prize money for if you were to win, and what key hires you need to make.

Example Pitch Decks

[Air BnB](#)

[Uber](#)

[Canva](#)

Templates

www.canva.com

Resources

[X Challenge Resource Library](#)