

# Team Introduction

Project Name: <Smart Hotel Butler>

Team Members and Roles:

- <John Smith, 3<sup>rd</sup> Year PhD student, New World University: NLP software design>
- <Dr. Jane Doe, Great Company: Business idea development>

NB: Feel free to add photos e.g. of prototype, members, etc

# Problem Statement

Imagine you are the customer and tell your story. Explain why large number of customers have the same pain.

NB: Feel free to add image(s) – a photo is worth a 1000 words... Feel free to underscore with a storyboard

# Solution

- Explain what you (will) sell to your customers
- What's your value proposition (i.e. why would customers care) and how do you justify it (e.g. any data, references, etc?)
- How is this a consumer robot?

# Demo

- Show your prototype (even if you only have a sketch)
- Walkthrough your mock screens (esp. if it's a user interface)
- Demo product/service (if your allotted time does not permit a live demo, use video)

NB: If you don't have a demonstrable prototype, substitute e.g. videos, photos, graphs, etc

# Business Model

Show/Explain how you make money

- Revenue per customer
- Pricing model

NB: Perhaps you might know of similar product/services (e.g. Echo, Amazon Prime Air) and/or a company's business model (e.g. Apple Store's pay-per-app). Cite these to help justify your answers above

# Execution Plan

- Marketing Strategy: How to reach customers?
- Finance Projection:
  - What are costs and burn rate?
  - When do you make profits?
  - How big can you grow?
- Plan and Timelines

# Summary and Thank You

- Particular Winter School talks and workshops used
- Information and/or inspiration from CES
- Non-Workshop tools (e.g. OpenCV) used (if any)
- Other acknowledgements