

# Startup Application Presentation Template for the Aurora Tech Award

Recommendations from the organizing team

# Important point about following slides

1. **This is only a template**
2. You can use your own design (and we appreciate it)
3. You can change the sequence of slides
4. You do not necessarily need to answer and fulfil all the slides

*But be aware, that analysts from our partner vc funds are oriented to receive this info from you to score you correctly.*

5. You can add additional slides
6. If you have any questions, just contact us [aurora@auroratechaward.com](mailto:aurora@auroratechaward.com)

# Startup's name

Name of the woman founder

# Basic info about your startup

1. Short pitch of the startup's business idea
2. How old is a startup? (When was the company registered?)
3. Have you ever received investments? If yes, how big were they?
4. Current stage of your business (idea / MVP / first sales / sales)

# Info about yourself as a startup founder

1. Your career path of becoming a founder
2. Your achievements as a leader
3. Difficulties you are experiencing or overcoming

# What is your product/service about?

1. Who are your clients?
2. Why do they need your product/service? What problems plague them?
3. What is your solution to these problems?

# How big is your market?

Please provide numbers indicating your market size. It can be a TAM-SAM-SOM evaluation or any other version that you have

# Your product

1. Do you have an MVP? What is ready now?
2. What are your plans for the product development?
3. On what the technology you product is based?



# Unit economics and business model

1. What is your business model?
2. What are your basic unit economics numbers? (LTV and CAC)
  - If you don't have these numbers yet, write your forecast
3. Do you have paying clients? How many?
4. Is your business already profitable?

# Scalability

1. Is possible to scale your business quickly? Why or why not?
2. What are your plans of growth?

# Competition

1. Who are your competitors?
2. What is your competitive advantage?
3. How are you entering and conquering the market?

# Your team

Describe the competences of your core team

# Impact & mission

1. Does your business make change? In what ways?
2. Is there a mission behind your business?
3. Does your business challenge any social injustice?

Why do think you should win the Award?

# What do you plan to do if you win the prize?

How you will spend the money? What would you explore in the mentorship program and how use it? What non-monetary ways to use the recognition you will choose?