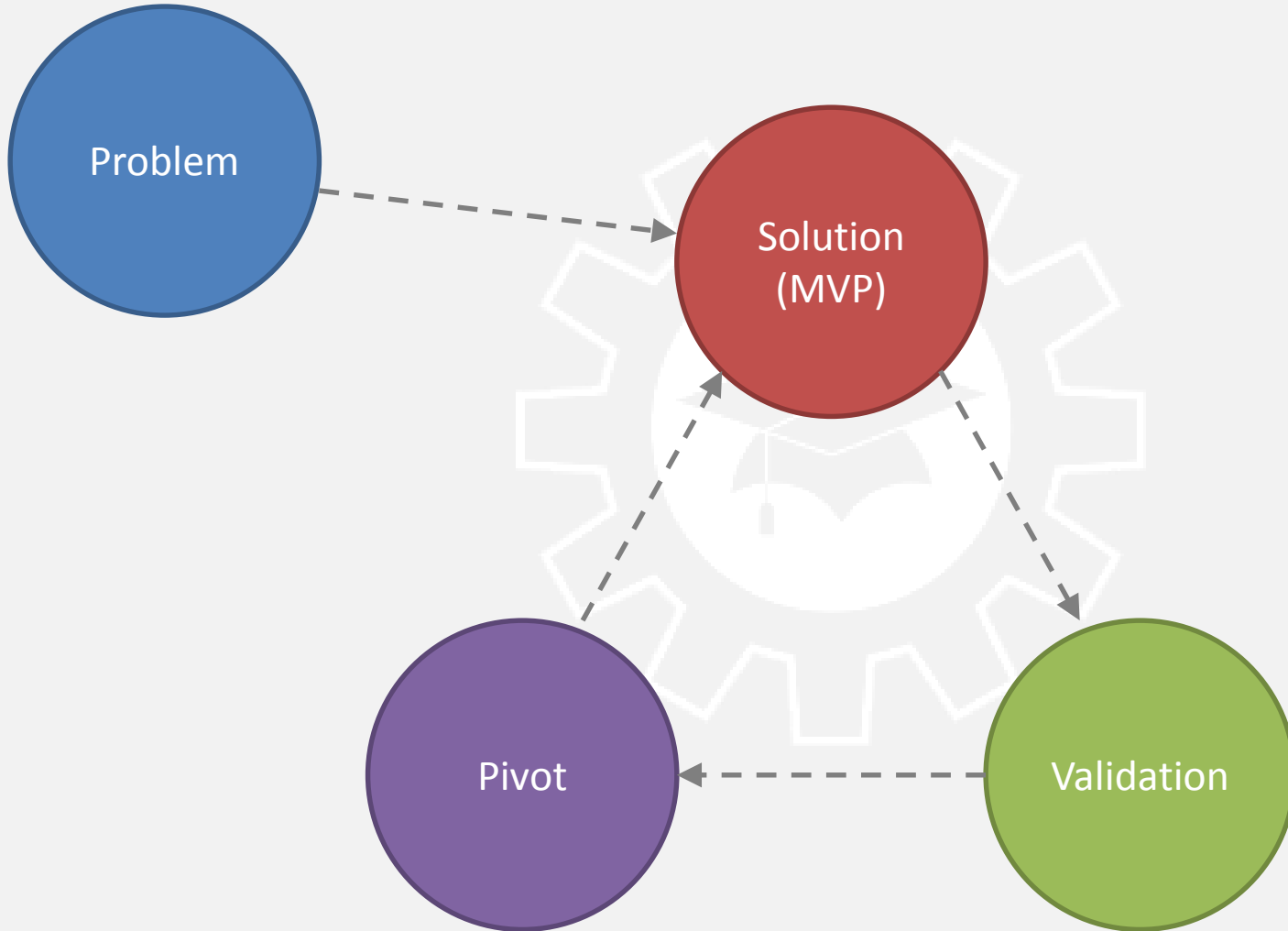


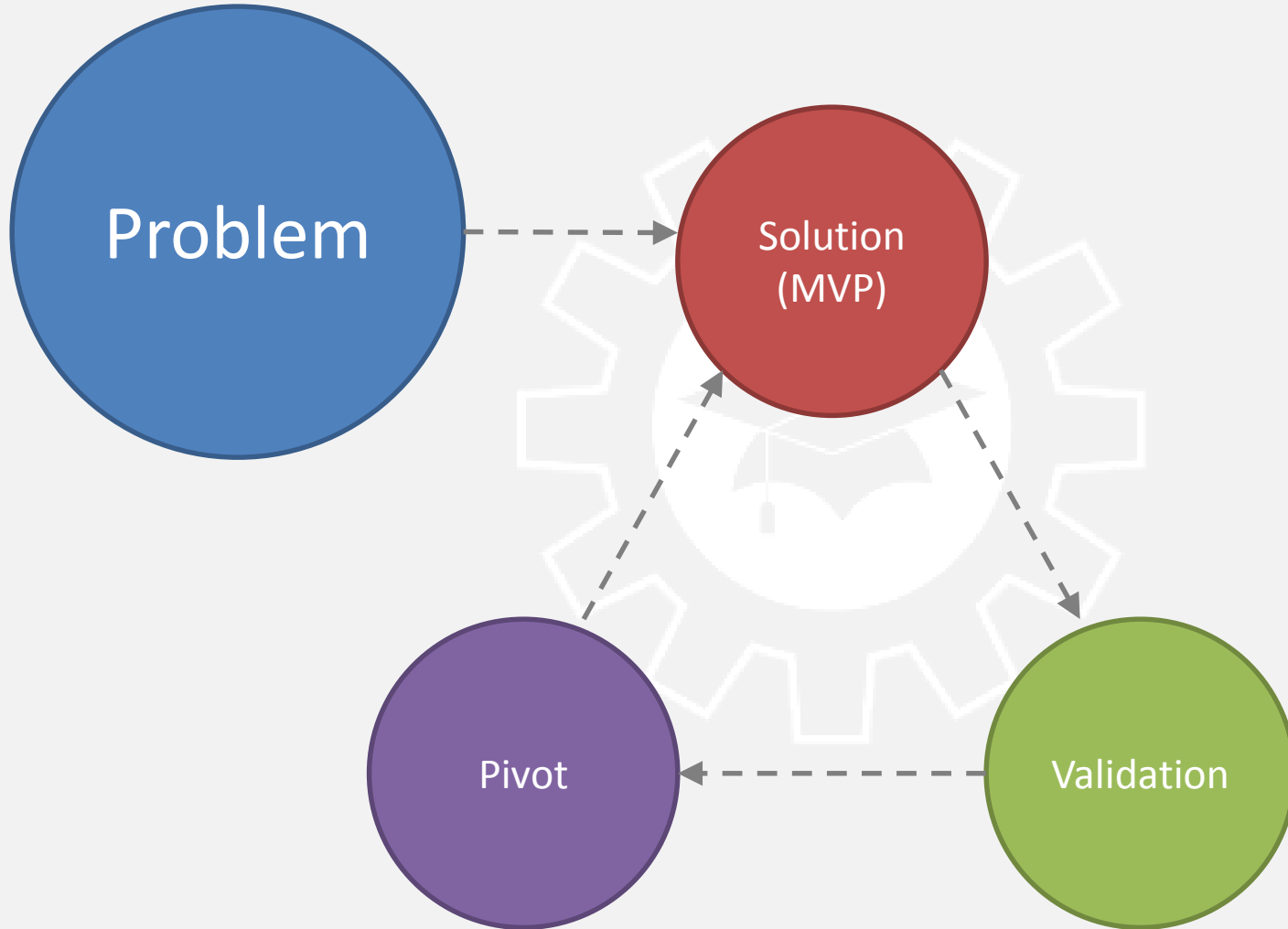


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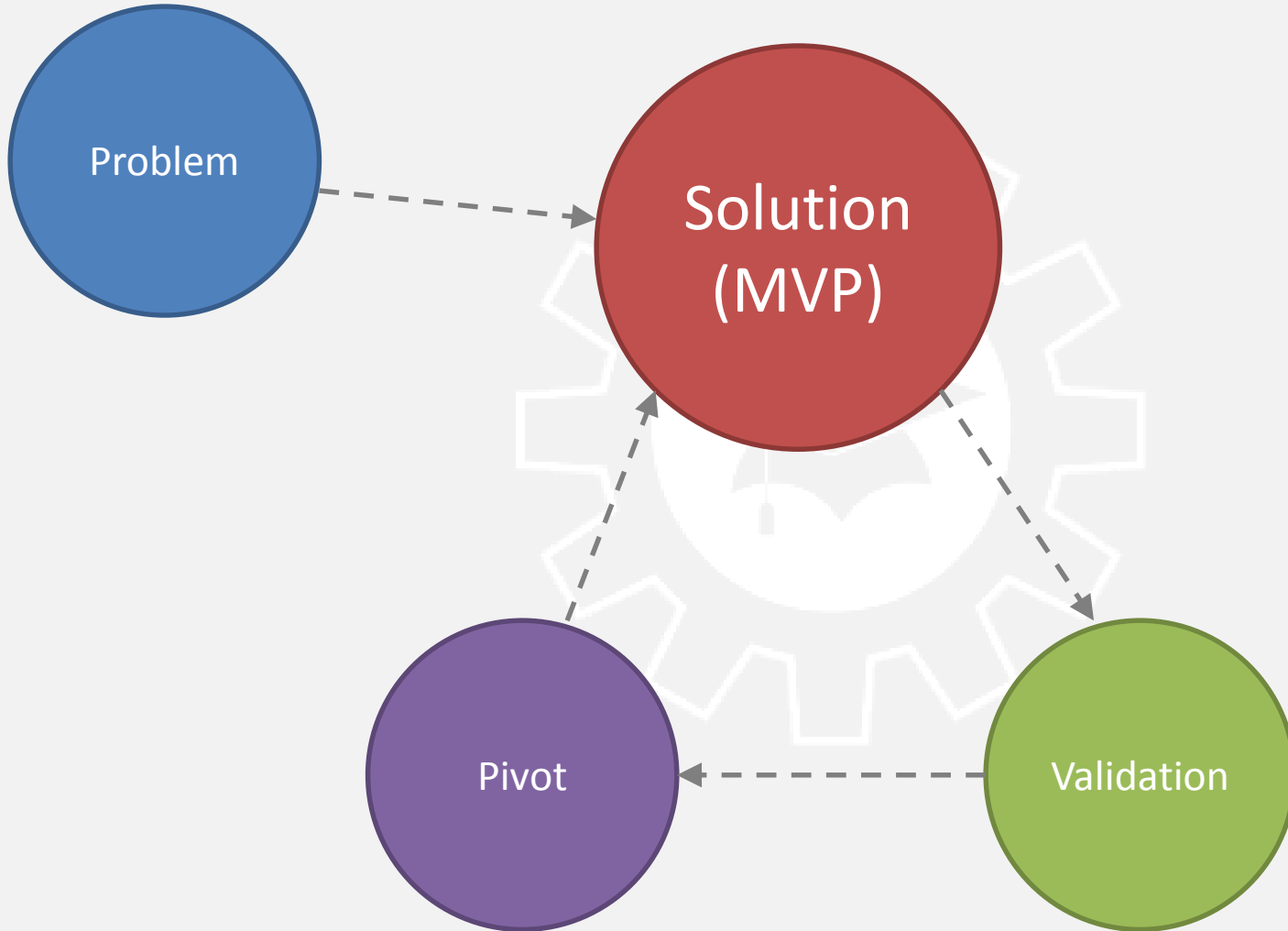
# Validation



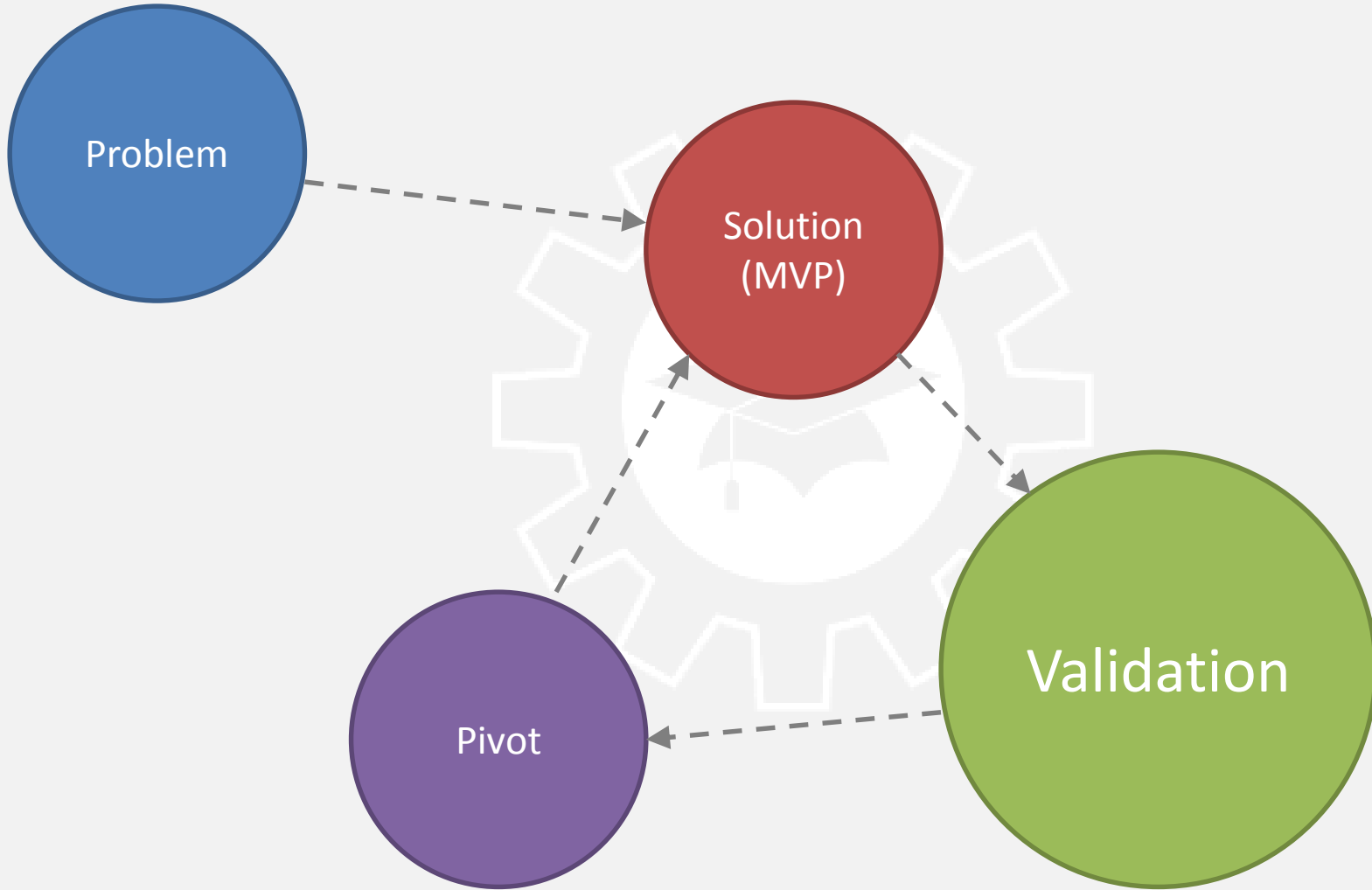
# Validation



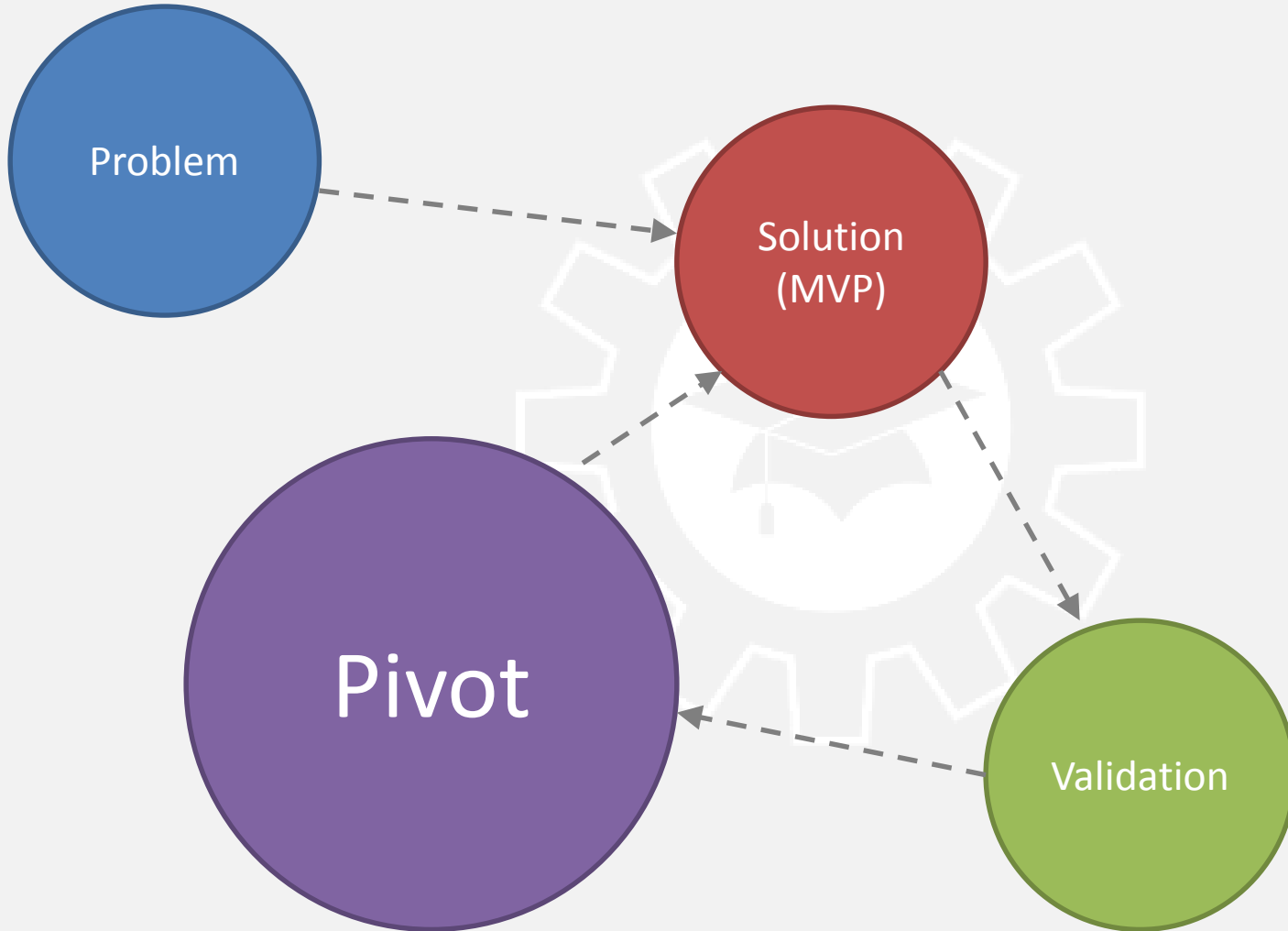
# Validation



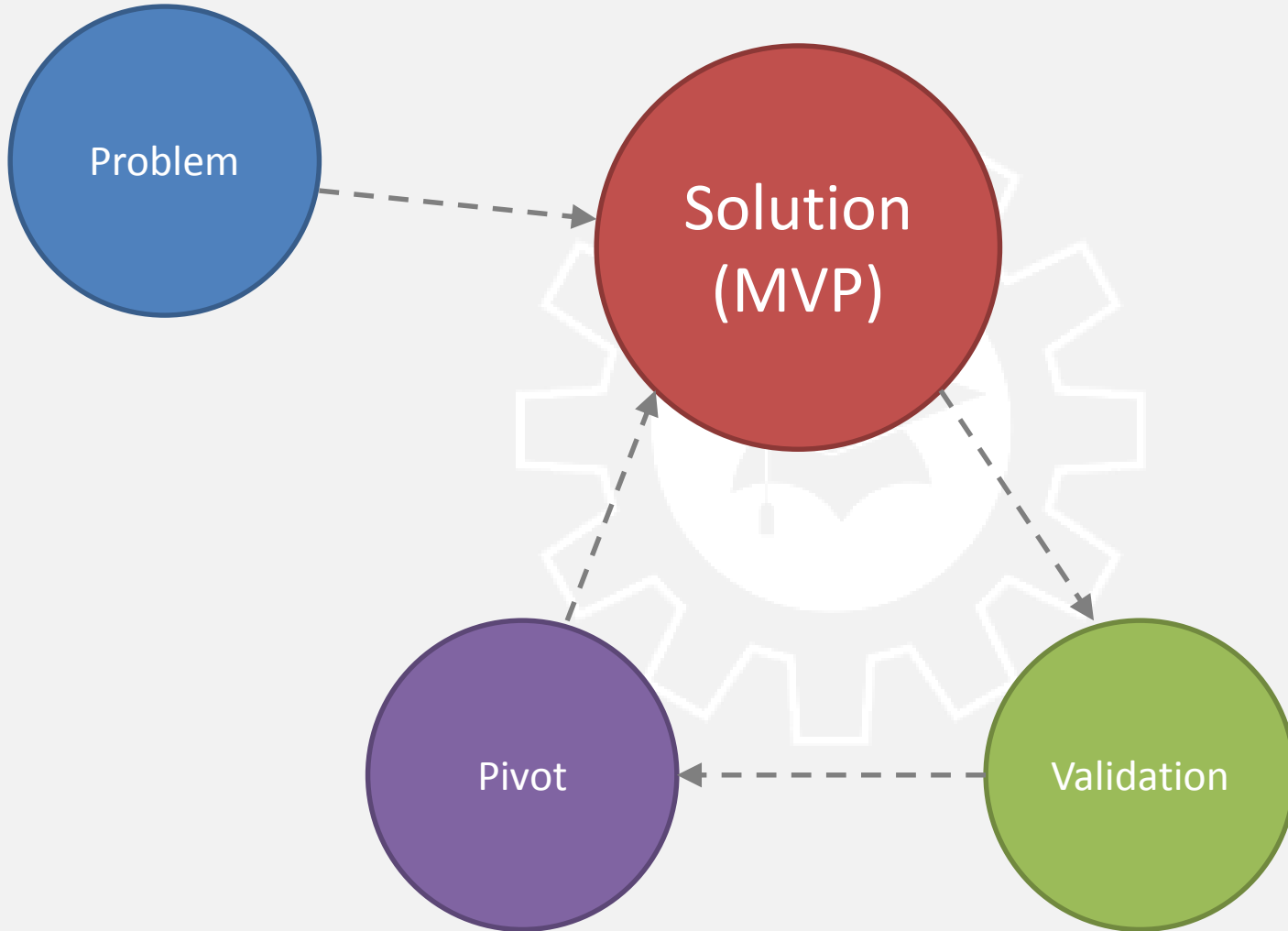
# Validation



# Validation



# Validation



# Agenda

## Saturday

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<b>8:30am - 9:30am</b>	<b>Breakfast</b>
<b>9:30am - 10:00am</b>	<b>What is Validation?</b>
<b>10:00am - 11:00am</b>	<b>Validation</b>
<b>11:00 AM</b>	<b>Mentors Arrive</b>
<b>11:00am - 12:00pm</b>	<b>Work with mentors</b>
<b>12:00pm - 1:00pm</b>	<b>Lunch (with mentors)</b>
<b>1:00pm - 5:00pm</b>	<b>Work (mentors to stay for a bit)</b>
<b>5:00pm - 6:00pm</b>	<b>Dinner</b>
<b>6:00pm - 7:30pm</b>	<b>Final work session</b>
<b>7:00 PM</b>	<b>Judges Arrive</b>
<b>7:30pm - 8:45pm</b>	<b>Final Pitches</b>
<b>8:45pm - 9:15pm</b>	<b>Judging/Winner announced</b>
<b>9:15pm+</b>	<b>Conclude</b>



# Judging Criteria

## INNOVATION

**Is this a real problem?  
Have you solved the problem?  
How many people have this problem?**



## VALIDATION

**Interviewed Real People?  
Integrated Feedback?**

## BUSINESS MODEL

**Different From Competitors  
Acquisition/Rollout Strategy?  
Realistic Revenue Model**

# Pitch Hints

- **Focus on your MVP. Explain it in detail. Why is this the best possible solution?**
- **Tell us about your pivots. What did you learn during validation that made you change your approach?**
- **No numbers without justification. How do you know that this is the case? (sources, etc...)**
- **Only have 1 or 2 speakers. Any more and the presentation won't flow well and you'll spend too much time switching speakers.**
- **Be ready for questions from the judges! Think about what they might ask ahead of time so you can be prepared.**
- **Simple pitch template available at [cc.peakstartup.org/resources](http://cc.peakstartup.org/resources)**