



SETTING GOALS CHECK-IN

You're almost there! This is your last assignment before turning in your final submissions. Use this last Setting Goals Check-in to make sure you have all of the research and information you need to complete the pitch deck and presentation.

Use the checklist below to check off the materials that you have completed. Remember that if you submitted them, you can find them on the main ICS website in your personal dashboard.

Strengths and Weaknesses Assessment

Business Model Canvas

Industry Research WS

Conduct a Survey (Results- should be on the website you used to conduct the survey)

Competition Finance Spreadsheet

Storyboard Narrative

Competition Analysis

Marketing Mix (part of Setting Goals Part VI)

With the completed materials above, you have everything you need to complete your pitch deck and presentation! If you are working in a team, take a moment to look over everything together and put final tweaks on the Business Model Canvas.

THE PITCH DECK

The final pitch deck should be 8-10 slides long, and include information on the following:

- An identified problem in the commercial space industry
- Evidence of a customer base
- Accurate financial projections
- Proven industry research

Use the outline on the next page to plan out what you will include on each slide before beginning the actual slideshow. Remember that you want to tell a clear story from start to finish, and hit all of the important points in the rubric.



SPACE
ENTREPRENEURS
ACADEMY



THE PRESENTATION

The final presentation should be pre-recorded, and last no more than 5 minutes. If you are working in a team, every team member should have a chance to speak. Be sure to present the entirety of your pitch deck within this time.

Add names to the boxes in the pitch deck layout above to denote which teammate will present that slide. It's okay to share slides, but make sure each person knows what they are presenting. Use the example below as a guide.

Marketing:

Product
Price
Place
Promotion

*Include image of satellite

Jessica (P1, P3), Jake (P2, P4)

WRAPPING UP

As you create your submissions, it might seem overwhelming. Don't get discouraged! All of the work you have done so far in the Academy has provided everything you need to complete your submissions, there shouldn't be any more research needed. Use this time to organize your thoughts into the pitch deck and make it visually appealing.