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## *GUIDELINES FOR GROUP WORK 2* *DEPLOYMENT STRATEGY PITCH*

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Spring 2025

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**Grading assessment:** 10-minute pitch + 5-minute Q&A

**Weight in final grade:** 40%

**Deadline:**

- Submitting slide deck: **Sunday 18<sup>th</sup> of May** at 11:59pm
- Presentation: Tuesday, 20<sup>th</sup> of May 2023 between 3:15-7pm

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### **DESCRIPTION**

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**Objective:**

In this group project for the Development Engineering class, your goal is to design a compelling deployment strategy for a technology in low- and middle-income settings. You will use the tools introduced in class—**Business Model Canvas**, **Product Value Chain**, and **Impact Canvas**—to support your strategy.

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The final deliverable is a persuasive presentation that simulates a pitch to investors. Your aim is to **convince the audience that your startup is worth investing in**. To do this, your strategy must be coherent, logically structured, and demonstrate mastery of the tools and concepts covered in class.

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**Your storyline:**

You've launched your own startup and successfully secured a meeting with investors to discuss future opportunities. This is your chance to make a strong case for why they should support your venture.

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### **EXPECTED CONTENT AND FORMAT**

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You will need to

- (1) Prepare a slide deck
- (2) Present it within 10 minutes  
*Be aware that each team member has to speak during the presentation*
- (3) Contribute to a 5-minute Q&A

You will be graded according to the following criteria:

**Format**

- The presentation and visuals are professional and attractive.

**What your presentation should cover:**

- a) A clear understanding of the **problem** you are addressing
- b) A compelling **value proposition** for your product
- c) A detailed and feasible **deployment strategy**
- d) A solid explanation of the **triple bottom line**—can you generate revenue while delivering social and environmental impact?

- A technology will be assigned to each group of 4-5 students:
- Composition of the groups and the corresponding technology to be deployed will be published on Moodle

**Q&A**

- Responses to the questions from peers and jury are coherent. Understanding of the methodology and of the project are demonstrated.

**Team contribution**

- The entire team participated in the presentation and individual performances are well coordinated.
- The way the project is presented is attractive, speakers are clear and punchy.