AOBA-BBT / ATTACKERS BUSINESS SCHOOL | ABS 30TH ANNIVERSARY

Business Summary Guideline

ABS Business Open 2027 / Global Pitch Contest

This guide explains how to prepare the Business Summary you submit at entry.
It covers all three divisions, with the standard expected of each stated separately.

General Division

- **1 cover slide + 8 content slides**
- **English only**
- **PDF, Notes Pages layout**
- **5-year financials mandatory**

University & Under 18 Divisions

- **1 cover slide + 8 content slides**
- **English only**
- **PDF, Notes Pages layout**
- **Speaker notes on every slide**

Entries that do not conform to the specified format and guidelines may be excluded from judging without notice.
Please read this guide before you begin building your deck.

Global Final: Saturday, March 13, 2027 — Rokubancho, Tokyo | Entry deadline: January 31, 2027
ABS Business Open 2027 Secretariat bbt-pr@bbt757.com

OVERVIEW

What the Business Summary Is

The Business Summary is the presentation deck that conveys your business concept to the judges. The First Round is a document review, judged on this deck alone. Judges have no opportunity to ask you questions, so **your slides and speaker notes must stand entirely on their own.**

> **When to submit:** The Business Summary is submitted **at entry**. The pitch video is submitted later, and only by applicants who pass the First Round. You do not need to prepare a video at the entry stage.

Submission Specifications

Number of slides	**1 cover slide + 8 content slides.** The structure of the 8 slides is specified in this guide
Language	**English only.** Submissions in any other language will not be accepted
File format	PDF, exported in **“Notes Pages” layout** so that speaker notes are visible
Speaker notes	Required on every slide
File name	[Division]_BusinessSummary_[YourName].pdf e.g. General_BusinessSummary_TaroYamada.pdf
File size	Up to 100 MB per file (20 MB or less recommended)
Where to submit	The upload field in the official entry form

Standard Expected by Division

The eight-slide framework is the same for every division, but the depth expected differs. Please read the section for your own division.

General Division	For working professionals and founders. We expect a deck an **investor could make a decision on**: a five-year financial plan, unit economics, competitive moats, and an exit scenario are all required. **→ From page 5 (division cover)**
University Division **Under 18 Division**	We assess the strength of your concept, grounded in academic insight and lived experience. Specificity of the problem, originality, and conviction matter more than the precision of a financial model. **→ From page 10 (division cover)**

> **Regardless of division, the following will lead to disqualification or a substantial loss of points:**
> • The deck is not written in English • Speaker notes are missing, or the file was exported in a format that does not display them • The deck significantly exceeds the specified number of slides

COMMON RULES

How to Write Speaker Notes

Speaker notes are the written explanation attached to each slide. Because judges cannot question you during the First Round, **the notes are your only means of conveying the thinking behind what the slide shows.** Do not restate the bullet points on the slide — add background, evidence, and context.

Length	General Division: 150–300 words per slide (financial slides may require more) University and Under 18 Divisions: 100–200 words per slide
Voice	Write in the first person, active voice. e.g. “We discovered that…” rather than “It was found that…”
What to include	Sources for the data on the slide, the reasoning behind your numbers, how you arrived at the conclusion, and the single point you most want the judges to take away
What to avoid	Copying the wording of the slide. Notes exist to add depth

How to Export (PowerPoint)

File → Export → PDF/XPS → **Options → select “Notes Pages”** → export.
Open the exported PDF and **confirm that your notes appear beneath each page** before you submit. Exporting in the standard slide layout will not include them.

> Google Slides and Keynote can also export with notes included. In either case, open the exported file and verify that the notes are visible.

Evidence Standard

- Every claim about market size must cite a source
- Every financial assumption must show its calculation or a comparable benchmark
- Every risk you raise must be paired with a named mitigation

JUDGING CRITERIA

Criteria and the Slides That Address Them

Entries are assessed against the five criteria below. For each, the slides where it is primarily evaluated are indicated.

Originality	The distinctiveness of the idea and a clear differentiation from existing solutions Primarily assessed on slides 1, 3, 4
Feasibility	Whether the plan is credible, resourced, and supported by evidence and concrete milestones Primarily assessed on slides 2, 5, 6, 7
Impact	The scale of positive change the business would bring to society or its industry Primarily assessed on slides 2, 7, 8
Business Value	Market potential, profitability, competitive advantage, and sustainability Primarily assessed on slides 4, 6, 8
Passion	Ownership of the problem, lived experience, resilience, and the ability to bring others with you Primarily assessed on slides 1, 5, 8

A Note on Judging

The judging panel includes venture capitalists, serial entrepreneurs, and educators who have spent their careers making decisions of this kind. They read a large number of entries. Clarity is therefore worth as much as ambition: a deck that can be understood quickly, and defended with evidence, will outperform one that is merely impressive to look at.

DIVISION 01

General Division

For working professionals and founders

The standard here is **a deck an investor could act on**.
A five-year financial plan, unit economics, competitive moats, and an exit scenario are all expected.

NON-NEGOTIABLE REQUIREMENTS

- **1 cover slide + 8 content slides**
- **English only**
- **PDF, exported in Notes Pages layout so notes are visible**
- **Five-year financial plan — mandatory**

The next 4 pages cover slides 01–08 / University and Under 18 applicants, please turn to page 10

The judging panel includes experienced venture capitalists, serial entrepreneurs, and industry leaders. They are assessing whether they would invest in your business and your team. **Your deck must answer one question: why will this win, and why now?** — backed by logic, numbers, and return.

> In the General Division, speaker notes are read as a **condensed due-diligence document**. Set out your financial assumptions, the reasoning behind your competitive analysis, and your market evidence at the same density you would in an investment memo. Slides without notes are heavily penalised.

GENERAL

01 Vision & Ownership

Establish who you are and why this business must exist.

WHAT TO COVER

- The core problem, and your distinctive perspective on it
- Your founding motivation and its personal origin
- Your mission or vision, in one sentence
- Why this team is the right one to solve it

WHAT TO SHOW

- The mission or vision statement
- Founder background, kept brief — why you?
- The founding story behind the idea

Notes guidance: This is your first impression. Lead with your own conviction rather than the market opportunity. Investors fund founders, not only ideas. Explain what drove you to start this, and why you will not stop until it is built.

02 Problem Analysis

Diagnose the problem with market depth and structural insight.

WHAT TO COVER

- Why this problem exists now, and why it remains unsolved
- The macro and micro drivers: technology, regulation, social change
- The economic and social cost of leaving it unsolved
- Why now — what makes 2027 the right moment

WHAT TO SHOW

- A decomposition of the problem (issue tree or logic tree)
- Macro and micro environmental analysis
- External triggers: technology, regulation, social trends

Notes guidance: The strongest problem slides explain why now. Use the PEST framework to set out why 2027 is uniquely favourable, and cite specific regulatory changes, technology inflection points, or market shifts.

GENERAL

03 Solution & Originality

Present a disruptive, defensible solution rather than an incremental one.

WHAT TO COVER

- Why existing solutions are fundamentally insufficient
- Whether yours is incremental (better) or disruptive (different) — state it explicitly
- Your core technical or business-model innovation
- Your moats: patents, proprietary data, network effects
- A quantitative comparison against the nearest alternative

WHAT TO SHOW

- Solution architecture or core process diagram
- Your IP and proprietary strategy
- Quantitative performance comparison against alternatives

Notes guidance: Investors have seen thousands of solutions that are better. What they fund is different. State plainly whether your innovation is incremental or disruptive, and defend that claim with technical or structural reasoning.

04 Business Model & Go-to-Market

Prove commercial viability and a path to market.

WHAT TO COVER

- Your revenue model: B2B, B2C, SaaS, marketplace, and so on
- Go-to-market: how you win the first 100 customers, then the first 1,000
- The differentiation you can sustain at scale
- The rationale behind your pricing

WHAT TO SHOW

- Revenue model diagram with the streams illustrated
- Customer acquisition funnel or go-to-market stages
- Pricing table or pricing strategy

Notes guidance: Set out your unit economics in detail: CAC, LTV, the LTV/CAC ratio, and payback period. Explain why your pricing sits where it does, and what the buyer’s alternative cost is.

05 Team

Demonstrate this team's advantage in execution.

WHAT TO COVER

- Each key member's background, expertise, and specific role
- What the team has already accomplished
- What makes this team hard to replicate: domain, network, technology
- Governance structure and any advisory board

WHAT TO SHOW

- Member profiles: photo, name, role, two lines of credentials
- What makes each member irreplaceable
- Governance or organisational structure

Notes guidance: For each key member, write three to five sentences on why this person, in this role, at this company. Include specific achievements — companies built, exits, patents, publications — that demonstrate expertise you could not easily replace.

06 Financial Projection

Present a credible, data-driven five-year model.

WHAT TO COVER

- Five-year revenue and net profit projections
- Your key assumptions, each sourced or justified
- Break-even point and the path to profitability
- Market share scenarios: conservative, base, optimistic

WHAT TO SHOW

- Five-year financial table: revenue, EBITDA, net profit
- Key KPI projections
- Market share capture chart

Notes guidance: Justify every assumption with comparable evidence — for example, "we project 15% monthly growth in Year 1, based on Company X, which grew at 12–18% under equivalent conditions." Unsupported hockey-stick projections destroy credibility immediately.

07 Implementation & Feasibility

Demonstrate real traction and concrete execution.

WHAT TO COVER

- The traction you already have: users, revenue, letters of intent, pilots
- A phased execution plan for the next 24 months
- Critical constraints — capital, talent, regulation — and how you address them
- Your three largest risks, each with a mitigation plan

WHAT TO SHOW

- Traction metrics as actual figures: users, revenue, retention
- A 24-month milestone roadmap
- A risk matrix with mitigations

Notes guidance: “47 paying beta users with 92% retention” is far more convincing than projections alone. For risks, give specific mitigating actions rather than simply acknowledging them; a probability-by-impact matrix works well.

08 Future & Sustainability

Show the long-term investment thesis and exit potential.

WHAT TO COVER

- The long-term societal and economic value you will create
- Realistic exit routes: IPO, M&A, strategic acquisition
- How your competitive moats deepen over time
- The return scenario for an investor

WHAT TO SHOW

- Long-term impact, both societal and financial
- Exit scenario timeline with IPO or M&A milestones
- Projected shareholder return

Notes guidance: Write explicitly for an investor: “an investor who commits X today achieves, under our base case, a Y-times return by Year Z through [exit mechanism].” Reference comparable exits in your sector, and address ESG and SDG alignment.

Final advice from ABS — General Division

- Market impact and feasibility are the primary axes of assessment. Present a business plan that shows how it will move society, supported by detailed financial projections and rigorous competitive analysis.
- **Your deck must answer one question above all others:** why will THIS team win in THIS market at THIS moment in time?
- Explain, logically, why 2027. Point to the specific social trends, technology inflection points, and regulatory changes that open a window of opportunity — one that closes if it is not acted upon.

GENERAL

DIVISIONS 02 & 03

University & Under 18 Divisions

For university and graduate students, and for applicants under 18

What we assess is **the specificity of your problem, its originality, and a concept rooted in your own experience**.
The precision of a financial model is not required. An idea at the concept stage will be assessed fairly.

Note: the Under 18 Division is open to residents of Japan only.

NON-NEGOTIABLE REQUIREMENTS

- **1 cover slide + 8 content slides**
- **English only**
- **PDF, exported in Notes Pages layout so notes are visible**
- **Speaker notes on every slide**

The next 4 pages cover slides 01–08 / General Division applicants, please turn back to page 5

In these two divisions, **the specificity of the problem you have chosen and the personal experience behind it** matter more than the precision of a financial model. Your business does not need to be complete. An idea still at the concept stage will be assessed fairly, provided its potential and impact are clear.

01 Passion & Vision

Make the judges feel why you are the one taking this on.

WHAT TO COVER

- The social problem you are trying to solve
- Why you are the person to solve it — your own experience of it
- What the world looks like once it is solved
- Your mission, in one sentence

WHAT TO SHOW

- An image conveying your personal connection to the problem
- A one-line mission or tagline
- A before-and-after contrast

Notes guidance: Passion is the first thing judges look for. Do not simply describe the problem — convey why it matters to you personally. Your own experience of it is your strongest asset.

02 Problem & Insight

Capture the problem with specific facts and figures.

WHAT TO COVER

- The specific pain point you address, and who suffers from it
- Why it has not been solved, and where the gap lies
- The scale of the problem, in numbers, data, or research
- At least one piece of evidence: an interview quote, survey data, or a news source

WHAT TO SHOW

- The voice of the customer — a direct interview quote
- A diagram or logic tree of the problem's structure
- Market size estimate (TAM/SAM) with sources

Notes guidance: Avoid generalities. Specificity wins. “Three million high school students across Southeast Asia have no access to STEM mentoring” is far stronger than “educational inequality is a serious problem.”

03 Innovative Solution

Show your solution in a form anyone can grasp.

WHAT TO COVER

- Your solution, explained in plain language without jargon
- Exactly how it resolves the problem set out on slide 2
- What is different, unique, or creative about it
- How the user experience works, step by step where possible

WHAT TO SHOW

- Product screenshots, mockups, or photographs of a prototype
- A user journey flowchart
- A before-and-after comparison

Notes guidance: Show, don't just tell. A photograph of a rough prototype or a hand-drawn mockup is far more persuasive than a written description.

04 Differentiation

Make your advantage over existing options explicit.

WHAT TO COVER

- Your unique selling proposition
- A comparison against existing solutions
- Which elements are genuinely difficult to copy
- Your positioning in the market

WHAT TO SHOW

- A competitive comparison table
- A 2×2 positioning map
- A list of your proprietary assets: IP, network, data, partnerships

Notes guidance: Include your weaknesses honestly in the comparison table. It makes the rest more credible. Then explain how you plan to address them.

05 Execution Plan

Convince the judges that this can actually be built.

WHAT TO COVER

- The three main phases of development and launch
- A one- to three-year roadmap with concrete milestones
- Your greatest constraint, and how you will handle it
- The resources you need: people, budget, technology

WHAT TO SHOW

- A one- to three-year timeline or roadmap
- An outline of your revenue model
- A KPI dashboard with three to five measurable indicators

Notes guidance: Judges want to believe it can be done. A concrete milestone such as “launch the beta to 50 users in month six” is far more persuasive than “expand globally.”

06 Team & Credibility

Show that you have what it takes to see this through.

WHAT TO COVER

- Your team members and their roles
- The relevant skills, experience, and results each brings
- What you have achieved so far: prototypes, validation, results
- Any advisors, mentors, or institutional support

WHAT TO SHOW

- Photo, name, role, and a one-line highlight for each member
- A division-of-roles chart
- Logos of advisors or partner institutions

Notes guidance: For a student team, “experience” can mean academic results, competition awards, project work, or skills you taught yourself. What matters is evidence of capability.

07 Future Impact

Describe the society this business would help create.

WHAT TO COVER

- What changes for users and for society at full scale
- Your five- to ten-year vision
- How this connects to the SDGs or ESG principles
- How the venture sustains itself over the long term

WHAT TO SHOW

- An illustration of society five to ten years from now
- An SDG or ESG alignment chart
- A long-term growth trajectory

Notes guidance: Look beyond revenue. Describe the lives changed, the communities transformed, the problems removed. Judges remember a bold vision.

08 Why Us

Your closing argument. Ask the judges to decide.

WHAT TO COVER

- Why ABS Business Open should choose your team
- How you would use the support and funding you receive
- If you had to name one reason you will succeed, what is it
- A clear closing message to the judges

WHAT TO SHOW

- A direct statement of why you will win
- A breakdown of how support and funding would be used
- Your final message to the panel

Notes guidance: This is your closing argument. Be direct, be confident, be memorable. State clearly what you are asking for and why you deserve it.

Final advice from ABS — University & Under 18 Divisions

- We value original thinking and conviction above all else. We would rather see an idea that could change the future than one that is merely polished. Do not be afraid of the bold, the unconventional, the ambitious — those are the entries that stand out.
- **Under 18 applicants:** passion and originality carry more weight here than financial modelling. Show us the future you believe in.
- **University applicants:** combine academic knowledge with genuine insight from the field. Rigorous reasoning paired with real conviction is what wins.

PRE-SUBMISSION

Pre-Submission Checklist

All Divisions

- ☐ The deck is 1 cover slide plus 8 content slides
- ☐ Everything is written in English only
- ☐ Speaker notes are written on every slide
- ☐ The PDF was exported in “Notes Pages” layout, and the notes are visible
- ☐ Slides are led by charts, diagrams and images rather than text alone
- ☐ At least one data source is cited, on the slide or in the notes
- ☐ The team slide gives each member’s name, role, and main credentials
- ☐ The file is named [Division]_BusinessSummary_[YourName].pdf
- ☐ The file is under 100 MB (20 MB or less recommended)

General Division Only

- ☐ Speaker notes run to 150–300 words per slide
- ☐ A five-year financial plan is included, with sourced assumptions
- ☐ Unit economics (CAC, LTV, LTV/CAC) appear in the notes
- ☐ Three or more risks are named, each with a specific mitigation
- ☐ Traction is given as actual figures: users, revenue, pilots, LOIs
- ☐ Exit scenario and investor return are addressed

University and Under 18 Divisions Only

- ☐ Speaker notes run to 100–200 words per slide
- ☐ Your personal experience of the problem is set out concretely on slide 1
- ☐ The scale of the problem is shown with figures or research data
- ☐ Something visible — a prototype, mockup, or screen image — is included

NEXT STEPS

After You Submit

January 31, 2027	Entry deadline (entry form and Business Summary)
February 2027	First Round — document review
Mid-February 2027	Results announced. Those who advance receive instructions for submitting the pitch video
From February 2027	Finalists confirmed; mentoring and hands-on support begin
Saturday, March 13, 2027	Global Final — Rokubancho, Tokyo

Please note: the pitch video is submitted only by applicants who pass the First Round. You do not need to prepare one at the entry stage. Nor does your business need to be complete — an idea at the concept stage will be assessed fairly, provided its potential and impact are clear.

ABS Business Open 2027 Secretariat
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Official site (English): https://anniversary-aoba-bbt.com/abs-open/
Official site (Japanese): https://anniversary-aoba-bbt.com/abs-open/ja/index.html
Students and graduates of our partner schools — BBT University, Bond University, CTBC Business School, and the University of the Philippines — should contact their own university coordinator.

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