

General Division — Working Professionals

ABS BUSINESS OPEN 2027

# BUSINESS SUMMARY GUIDELINE

For General Division — Working Professionals

Standard: Professional VC Pitch Deck — Logic + Numbers + Return

OVERVIEW

# Purpose & VC-Standard Requirements

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Judges include experienced VCs, serial entrepreneurs, and industry leaders. They are evaluating whether they would invest in your business and your team. Your deck must answer: 'Why will this win, and why now?' — backed by logic, numbers, and return on investment.

8 Slides

English Only

PDF with Notes

5-Year Financials MANDATORY

**⚠ IMPORTANT:** SUBMIT AS PDF WITH SPEAKER NOTES: For the General Division, speaker notes must include detailed financial assumptions, competitive analysis rationale, and market evidence. Slides WITHOUT speaker notes will be significantly disadvantaged in scoring.

Slide Structure

## Required Slide Content & Speaker's Note Guide

<p>Slide 1 <b>Vision &amp; Ownership</b> Establish WHO you are and WHY this business must exist.</p>	<p>Slide 2 <b>Problem Analysis</b> Diagnose the problem with market depth and structural insight.</p>
<p><b>Content:</b></p> <ul style="list-style-type: none"> <li>• What is the core problem and your unique perspective?</li> <li>• What is your founding motivation? (personal connection)</li> <li>• State your mission/vision in one sentence.</li> <li>• Why is THIS team the right one to solve this?</li> </ul> <p><b>Visuals:</b></p> <ul style="list-style-type: none"> <li>• Mission / Vision statement</li> <li>• Founder background (brief — why YOU?)</li> <li>• Founding story (your personal origin)</li> </ul>	<p><b>Content:</b></p> <ul style="list-style-type: none"> <li>• Why does this problem exist NOW? Why unsolved?</li> <li>• What are the macro/micro drivers? (tech, regulation, social change)</li> <li>• What is the economic/social cost of it remaining unsolved?</li> <li>• 'Why Now' — what makes 2026 the right moment?</li> </ul> <p><b>Visuals:</b></p> <ul style="list-style-type: none"> <li>• Problem decomposition (issue tree / logic tree)</li> <li>• Macro/micro environmental analysis</li> <li>• External triggers: technology, regulation, social trends</li> </ul>

**Slide 1 — Speaker's Notes Guidance:** This is your first impression. Lead with YOUR conviction — not just the market opportunity. VCs fund founders, not just ideas. Explain in your notes exactly what drove you to start this and why you won't stop until it's built. | **Slide 2 — Speaker's Notes Guidance:** The strongest problem slides explain WHY NOW. In your notes, use the PEST framework to explain why 2027 is uniquely favorable. Cite specific regulatory changes, technology inflection points, or market shifts.

Slide Structure

## Required Slide Content & Speaker's Note Guide

Slide 3 <b>Solution &amp; Originality</b> Present a disruptive, defensible solution — not incremental.		Slide 4 <b>Business Model &amp; GTM</b> Prove commercial viability and path to market dominance.	
<p><b>Content:</b></p> <ul style="list-style-type: none"> <li>• Why are existing solutions fundamentally insufficient?</li> <li>• Incremental (better) or disruptive (different)? Be explicit.</li> <li>• What is your core technical or business model innovation?</li> <li>• What are your IP/proprietary moats? (patents, data, network effects)</li> <li>• Quantitative comparison to nearest alternative.</li> </ul>	<p><b>Visuals:</b></p> <ul style="list-style-type: none"> <li>• Solution architecture / core process diagram</li> <li>• IP &amp; proprietary strategy (patents, know-how)</li> <li>• Quantitative performance comparison vs. alternatives</li> </ul>	<p><b>Content:</b></p> <ul style="list-style-type: none"> <li>• What is your revenue model? (B2B, B2C, SaaS, marketplace...)</li> <li>• Go-To-Market strategy: first 100, then 1,000 customers?</li> <li>• Sustainable competitive differentiation at scale?</li> <li>• Pricing rationale?</li> </ul>	<p><b>Visuals:</b></p> <ul style="list-style-type: none"> <li>• Revenue model diagram (streams illustrated)</li> <li>• Customer acquisition funnel / GTM stages</li> <li>• Pricing table or strategy</li> </ul>

**Slide 3 — Speaker's Notes Guidance:** VCs have seen thousands of 'better' solutions. What they fund is 'different.' In your notes, explicitly state whether your innovation is incremental or disruptive, and defend that claim with technical or structural reasoning. | **Slide 4 — Speaker's Notes Guidance:** In your notes, explain Unit Economics in detail: CAC, LTV, LTV/CAC ratio, and payback period. Also explain WHY your pricing is set where it is — what is the buyer's alternative cost?

Slide Structure

## Required Slide Content & Speaker's Note Guide

Slide 5 <b>Team</b> Demonstrate this team's unfair advantage in execution.		Slide 6 <b>Financial Projection</b> Present a credible, data-driven 5-year financial model.	
<p><b>Content:</b></p> <ul style="list-style-type: none"> <li>• Key member background, expertise, and specific role?</li> <li>• What has the team already accomplished?</li> <li>• What makes this team hard to replicate? (domain, network, tech)</li> <li>• Governance structure and advisory board?</li> </ul>	<p><b>Visuals:</b></p> <ul style="list-style-type: none"> <li>• Team member profiles (photo, name, role, 2-line credential)</li> <li>• Key differentiating factor per member (why irreplaceable)</li> <li>• Governance / org structure</li> </ul>	<p><b>Content:</b></p> <ul style="list-style-type: none"> <li>• 5-year revenue and net profit projections.</li> <li>• Key assumptions — each must be sourced or justified.</li> <li>• Break-even point and path to profitability.</li> <li>• Market share scenario (conservative / base / optimistic).</li> </ul>	<p><b>Visuals:</b></p> <ul style="list-style-type: none"> <li>• 5-year financial simulation table (revenue, EBITDA, net profit)</li> <li>• Key KPI projections</li> <li>• Market share capture chart</li> </ul>

**Slide 5 — Speaker's Notes Guidance:** For each key member, write a 3-5 sentence justification of WHY this person, for this role, at this company. Include specific achievements (companies built, exits, patents, publications) that demonstrate irreplaceable expertise. | **Slide 6 — Speaker's Notes Guidance:** Justify EVERY assumption with comparable evidence: 'We project 15% monthly growth in Year 1 based on Company X which grew at 12-18% in equivalent conditions.' Unsupported hockey-stick projections destroy credibility instantly.

Slide Structure

## Required Slide Content & Speaker's Note Guide

<p>Slide 7 <b>Implementation &amp; Feasibility</b> Demonstrate real-world traction and concrete execution.</p>	<p>Slide 8 <b>Future &amp; Sustainability</b> Show the long-term investment thesis and exit potential.</p>
<p><b>Content:</b></p> <ul style="list-style-type: none"> <li>• What traction do you already have? (users, revenue, LOIs, pilots)</li> <li>• Phased execution plan for the next 24 months?</li> <li>• Critical constraints (capital, talent, regulatory) and how to address?</li> <li>• 3 biggest risks and mitigation plan for each?</li> </ul>	<p><b>Visuals:</b></p> <ul style="list-style-type: none"> <li>• Traction metrics (actual numbers — users, revenue, retention)</li> <li>• 24-month milestone roadmap</li> <li>• Risk matrix with mitigations</li> </ul>
<p><b>Content:</b></p> <ul style="list-style-type: none"> <li>• What long-term societal and economic value will this create?</li> <li>• Realistic exit opportunities? (IPO, M&amp;A, strategic acquisition)</li> <li>• How do competitive moats grow over time?</li> <li>• Investor return scenario?</li> </ul>	<p><b>Visuals:</b></p> <ul style="list-style-type: none"> <li>• Long-term impact visualization (societal + financial)</li> <li>• Exit scenario timeline (IPO/M&amp;A milestones)</li> <li>• Shareholder return projection</li> </ul>

**Slide 7 — Speaker's Notes Guidance:** '47 paying beta users with 92% retention' is more convincing than projections alone. For risks, provide specific mitigation actions — not just acknowledgment. Use a Probability x Impact matrix. | **Slide 8 — Speaker's Notes Guidance:** Write explicitly for investors: 'An investor who commits X today, under our base case, achieves [Y]x return by [Year Z] through [exit mechanism].' Reference comparable exits in your sector. Also address ESG/SDG alignment.

## SECTION 2

# How to Write Effective Speaker Notes — General Division

In the General Division, Speaker Notes are treated as a mini due-diligence document. Judges will read them with the same scrutiny applied to investment memos. Each note should read like a paragraph of a business plan — not a presentation script.

<b>Length:</b>	150-300 words per slide. Financial slides may require more.
<b>Evidence standard:</b>	Every market size claim must cite a source. Every financial assumption must show the math. Every risk must have a named mitigation.
<b>Tone:</b>	Professional and direct. Write as in an investor memo: 'We project 15% monthly growth in Year 1, based on comparable growth rates achieved by [Company X].'
<b>Financial slides:</b>	Must include: full assumption table; CAC/LTV breakdown; source data for projections; sensitivity analysis for key variables.
<b>Export:</b>	PowerPoint → File → Export → PDF/XPS → Options → 'Notes Pages'. Verify all notes appear in the exported PDF before uploading.

## SECTION 3

# Judging Criteria — Professional Standard

Criterion	What Judges Evaluate	Key Slides
<b>Originality / 独自性</b>	Is the innovation genuinely disruptive or defensibly differentiated? IP assets, proprietary moats.	Slides 1, 3, 4
<b>Feasibility / 実現可能性</b>	Is the plan credible, resourced, and evidence-backed? Traction, risk mitigation, team capability.	Slides 2, 5, 7
<b>Impact / 社会的インパクト</b>	Scale of positive change: economic value, ESG alignment, systemic transformation potential.	Slides 2, 8
<b>Business Value / 事業性</b>	Investor return scenario, unit economics, competitive moats, exit potential.	Slides 4, 6, 8
<b>Passion / 情熱・志</b>	Founder conviction, resilience, 'why this person / why this team' credibility.	Slides 1, 5

PRE-SUBMISSION

# Pre-Submission Checklist — General Division

✓ Deck has 8 content slides (plus cover)

✓ All content written in English

✓ Speaker Notes on every slide (150-300 words)

✓ PDF exported as 'Notes Pages' format

✓ 5-year Financial Projection with sourced assumptions

✓ Unit Economics (CAC, LTV, LTV/CAC) in notes

✓ Risk matrix: 3+ named risks with specific mitigations

✓ Traction data provided (users, revenue, pilots, LOIs)

✓ Exit scenario & investor return addressed

✓ File named: [Category]\_BusinessSummary\_[YourName].pdf



## Final Advice from ABS — General Division

Market impact and feasibility are the primary evaluation axes. Present a business plan that demonstrates how it will move society — supported by detailed financial projections and rigorous competitive analysis.

The single most important question your deck must answer: 'Why will THIS team WIN in THIS market at THIS moment in time?'

Reference 'Why 2027': Logically explain why this business is necessary and viable NOW. Use specific social trends, technological inflection points, and regulatory changes that create a unique window of opportunity that will close if not acted upon.