

Business Summary Guideline

UNDER 18 & UNIVERSITY DIVISION

Standard: International Student Competitions (e.g., Technovation, Diamond Challenge)

Overview & Purpose

This guideline is for Under 18 and University Division applicants. Your Business Summary is a PowerPoint slide deck (8 slides) that visually communicates your business idea with logical structure and persuasive storytelling — aligned with international student pitch competition standards.

Judges evaluate hundreds of pitches. Your deck must convey passion, originality, and feasibility within the time it takes to read 8 slides. Every slide should earn its place.

⚠ IMPORTANT: You MUST submit your pitch deck as a PDF that includes Speaker Notes. In PowerPoint: File → Export → Create PDF/XPS → Options → select "Notes Pages" layout. Verify notes are visible in the exported file before submitting. Slides WITHOUT speaker notes may not receive full evaluation — judges rely on your notes to understand the depth of each slide.

At a Glance

8 Slides	English	PDF with Notes	Required on every slide
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1. Slide Structure — 8 Required Slides

Each slide has a specific purpose. Follow this structure to ensure your idea is clearly evaluated against all judging criteria.

Slide 1 Passion & Vision

Why YOU, and why THIS problem? Share your founding story.

Content to Include:

- ▶ What is the core social issue you are solving?
- ▶ Why are YOU the right person to solve it? (personal experience / origin story)
- ▶ What future do you envision if this problem is solved?
- ▶ One-sentence mission statement.

Slide Visuals:

- ◆ Photo/image representing your personal experience
- ◆ One-line mission / tagline (your purpose)
- ◆ Before/After visual showing the world you want to create

🗨 Speaker Notes Tip:

Judges evaluate passion first. Make them feel WHY it matters to you personally. Your origin story is your strongest asset.

Slide 2 Problem & Insight

Define the problem with precision and evidence.

Content to Include:

- ▶ What specific pain point are you addressing? Who suffers?
- ▶ Why has this NOT been solved yet? What is the market gap?
- ▶ What is the scale of this problem? (numbers, data, research)
- ▶ Include at least ONE piece of evidence: interview quote, survey, or news source.

Slide Visuals:

- ◆ Voice of the customer (direct user interview quote)
- ◆ Problem structure diagram or logic tree
- ◆ Market size estimate (TAM/SAM) with source cited

🗨 Speaker Notes Tip:

Avoid generic problem statements. '3 million high school students in Southeast Asia lack STEM mentorship' is far stronger than 'education inequality is a big problem.'

Slide 3 Innovative Solution

Present your solution with clear differentiation from existing alternatives.

Content to Include:

- ▶ What is your solution, in plain language?
- ▶ How does it specifically solve the pain in Slide 2?
- ▶ What makes it unique / creative / different from what exists?
- ▶ How does the user experience work? (step-by-step)

Slide Visuals:

- ◆ Product demo screenshot, mockup, or prototype photo
- ◆ User journey / customer experience flowchart
- ◆ Before vs After comparison showing transformation

🗨 Speaker Notes Tip:

Show, don't just tell. A rough prototype photo or hand-drawn mockup is more convincing than text. Judges want to SEE what you are building.

Slide 4 Differentiation

Prove your unique competitive advantage.

Content to Include:

- ▶ What are your Unique Selling Points (USPs)?
- ▶ How do you compare to existing solutions? (feature comparison)
- ▶ What makes you genuinely hard to copy?
- ▶ What is your market positioning?

Slide Visuals:

- ◆ Competitive comparison table (checkmark/X format)
- ◆ 2x2 Positioning Map
- ◆ List of key proprietary assets (IP, network, data, partnerships)

🗨 Speaker Notes Tip:

Be honest in your competitive table — including weaknesses actually increases credibility. Then explain how you plan to address them.

Slide 5 Implementation Plan

Show a realistic, phased roadmap to execution.

Content to Include:

- ▶ What are the 3 major phases of development and launch?
- ▶ What is your 1-3 year roadmap with specific milestones?
- ▶ What are your biggest constraints and how will you address them?
- ▶ What resources (people, budget, technology) do you need?

Slide Visuals:

- ◆ 1-3 year timeline / roadmap (Gantt-style or milestone chart)
- ◆ Revenue model overview (how you will generate income)
- ◆ KPI dashboard (3-5 measurable success metrics)

🗨️ Speaker Notes Tip:

'Launch beta with 50 users by Month 6' is far more convincing than 'scale globally.' Specific milestones prove you've thought this through.

Slide 6 Team & Reliability

Convince judges that THIS team can execute this plan.

Content to Include:

- ▶ Who are the team members and what are their roles?
- ▶ What relevant skills or achievements does each person bring?
- ▶ Have you done anything yet? (traction, validation, prototype)
- ▶ Do you have advisors, mentors, or institutional support?

Slide Visuals:

- ◆ Team member photos with name, role, and 1-line highlight
- ◆ Role allocation table (CEO/CTO/COO etc.)
- ◆ Advisors or partner institution logos

🗨️ Speaker Notes Tip:

For student teams, 'experience' can mean competitions won, projects built, or self-taught skills. Show evidence of capability — not just intentions.

Slide 7 Future Impact

Paint a compelling vision of long-term societal impact.

Content to Include:

- ▶ If fully scaled, what specific change will this create for users/society?
- ▶ What is your 5-10 year vision?
- ▶ How does your solution connect to SDGs or ESG principles?
- ▶ What is your sustainability model?

Slide Visuals:

- ◆ Impact illustration showing society 5-10 years from now
- ◆ SDG/ESG alignment chart
- ◆ Long-term growth trajectory graph

Speaker Notes Tip:

Don't just project revenue — project lives changed, communities transformed, problems eliminated. Judges remember bold visions.

Slide 8 Why US

Close with conviction. Make judges want to invest in you.

Content to Include:

- ▶ Why should ABS Business Open choose YOUR team?
- ▶ What specific support / funding will you use and how?
- ▶ What is the single most important reason you will succeed?
- ▶ Leave judges with a clear, memorable call to action.

Slide Visuals:

- ◆ 'Why we will win' — your unfair advantage, stated directly
- ◆ Use of funds / support breakdown
- ◆ Closing declaration to judges

Speaker Notes Tip:

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

2. How to Write Effective Speaker Notes

Speaker Notes are the written explanation accompanying each slide. Because judges cannot ask questions during first-round screening, your notes are their ONLY window into your thinking. Treat each slide's notes as a 60-90 second spoken explanation.

Length per slide:

100-200 words. Enough to explain the slide fully in 60-90 seconds of speech.

Voice:	Write in first person, active voice: 'We discovered that...' not 'It was found that...'
What to include:	The story behind the data on the slide; source citations; personal experience connecting you to this point; what you want judges to take away.
What to avoid:	Do not simply repeat the bullet points already on the slide. Notes should ADD depth, context, and evidence.
Export format:	In PowerPoint: File → Export → Create PDF/XPS → Options → 'Notes Pages'. Verify the exported PDF shows your notes before submitting.

3. Judging Criteria

Your deck is scored across five criteria. Ensure each criterion is addressed in the mapped slides.

Criterion	What Judges Evaluate	Key Slides
Originality / 独自性	How unique and creative is your idea? Does it differentiate clearly from existing solutions?	Slides 1, 3, 4
Feasibility / 実現可能性	Is your plan realistic and executable? Do you have evidence, milestones, and resources?	Slides 2, 5, 6
Impact / 社会的インパクト	How significantly will this improve lives, communities, or systems if implemented?	Slides 2, 7
Business Value / 事業性	Is there a viable path to sustainability, revenue, and scale?	Slides 4, 5, 7
Passion / 情熱・志	Does the team demonstrate genuine conviction, ownership, and resilience?	Slides 1, 6, 8

4. Pre-Submission Checklist

- ✓ Deck has 8 content slides (plus cover slide if desired).

- ✓ All content is written in English.
- ✓ Speaker Notes are written for every slide (100-200 words per slide recommended).
- ✓ PDF is exported as 'Notes Pages' format — verify notes are visible before submitting.
- ✓ Slide visuals are clear: charts, diagrams, mockups, or photos (not text-heavy).
- ✓ At least one data source / evidence is cited in the notes or on-slide.
- ✓ Team slide includes each member's name, role, and key credential.
- ✓ File is named: [Category]_BusinessSummary_[YourName].pdf

Final Advice from ABS

We value your 'free thinking' and 'passion' above all else. Rather than perfection, we want to see exciting ideas that could change the future. Don't be afraid to be bold, unconventional, or ambitious.

Under 18: your passion and originality carry more weight than financial models. Show us the future you believe in.

University: combine your academic knowledge with real insight. Logical reasoning + authentic passion = a winning combination.