

## 2013 UIC Business C2V Challenge

### Feedback Summary



**UICBUSINESS**

Team Name: \_\_\_\_ImHealthy\_\_\_\_\_

#### Strengths of the Executive Summary

Average judge evaluation:

1. Effectiveness as standalone overview of business = 2.6
2. Value Proposition = 2
3. Market Analysis = 1.6
4. Go-To Market Strategy = 1.6
4. Financial Summary = 1.4

Strengths:

- Statistics were good, idea is interesting
- Good statistics, strong market
- Good idea for strong impact on public health
- No business model and no idea where revenue is going to come from

#### Areas of Improvement

- Recommend talking about value proposition first
- Statistics were very generalized, not footnoted for source information
- Some statistics were lost at the bottom of the slide
- Tell a story – less words, more explanation
- Less information on slides – use slides as a note and expand on your words
- Need to develop a business model, milestone based on plan for commercialization
- Needs to think more about how the platform will be developed
- Needs business model

#### Strengths of the Oral Presentation

Average judge evaluation:

1. Presentation = 2.4
2. Style = 3
3. Visual Aids = 2.4
4. Market Opportunity = 2
5. Responsiveness = 2
6. Viability = 1.4

Strengths:

- Clear communication
- Good detail
- Presented a problem area in health care with imminent needs
- Very strong technical background, very knowledgeable about patient needs and how technology

could help them

Areas of Improvement
<ul style="list-style-type: none"><li>- Materials re very text intense, way too much to read</li><li>- Too much information on slides, presentation is a little confusing</li><li>- HIPPA compliant information seems to be a big risk, because of lack of login</li><li>- No business plan</li><li>- Read less, show more graphs/charts, refer to information</li><li>- Need to better define what the product is, how it will be developed, who will develop it, and what steps are needed to get it running</li><li>- Needs a business model and refined concept – not clear path to sustainability</li><li>- Spent too much time analyzing competition</li></ul>