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MIT Center for Transportation & Logistics

MIT MicroMasters Boot Camp

Project Competition
(Shark Tank)
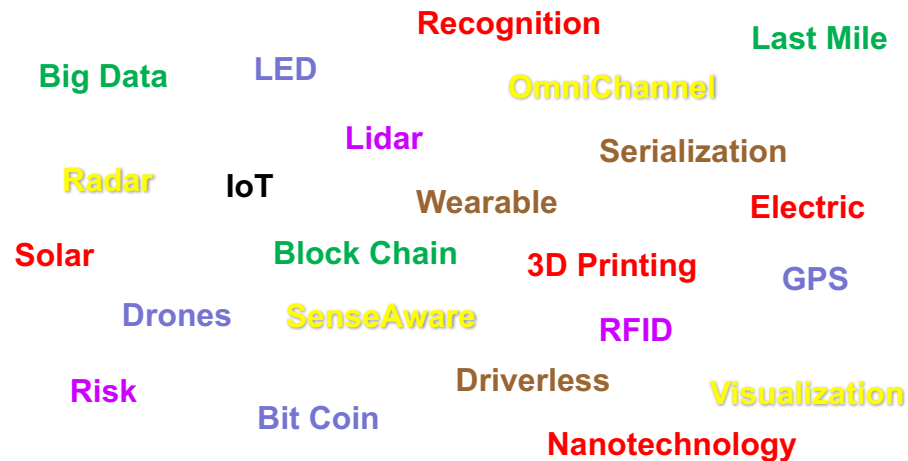
August 22, 2017
MIT, Cambridge, MA

Project Competition

SUMMARY:

Invent a new PRODUCT or SERVICE that will improve supply chain management.

Present a BUSINESS CASE to investors to convince them to invest in your new venture.

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Unlimited Possibilities

Think of all the new frontiers:

Recognition   Last Mile

Big Data   LED   OmniChannel

Lidar   Serialization

Radar   IoT   Wearable   Electric

Solar   Block Chain   3D Printing   GPS

Drones   SenseAware   RFID

Risk   Driverless   Visualization

Bit Coin   Nanotechnology

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The Challenge

1. Invent a new PRODUCT or SERVICE that will improve supply chain management.

- Identify a problem or need in the supply chain (that you can quantify).
- Invent a new product or service that addresses this need.
- Explain how it meets the need and differs from existing solutions.

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8/17/17

The Challenge

2. Present a BUSINESS CASE to investors to convince them to invest in your new venture.

- Is the need real? How big is it?
- How well does your idea meet the need?
- What will it cost?
- What is your plan?
    - Team? Funding? Cash flow? Ramp up? Sales Forecast? Marketing? Competitors?

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Logistics of Friday Aug 25

- 12 Teams of 5 People each (preassigned)

- 1:00 – 2:00pm   ROUND 1
    - 3 Classrooms, 4 teams in each room
    - 10 minute presentation per team including Q&A
    - 3 judges in each room, all 20 students in the room
    - Judges select a winner from each room (not revealed)

- 2:15 – 3:15pm   FINAL ROUND
    - 1 Large Classroom, all teams attend ready to present
    - 3 winning teams are called down to again present
    - 10 minutes per team including Q&A
    - High-Level judges 50% + Audience voting 50%

- 3:45 – 4:00pm   AWARDS PRESENTED
    - Trophy Presentation, Photo shoots (Dress nice!)

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Presentation Guidelines

- Power Point only (free to make up your own format)
- Up to 10 slides only
- Below 16 Font size is UNREADABLE (this is 16 font)
- Use fewer words and more graphics and photos to make slides interesting.   (don't have slides that look like THIS one!)
- Can embed videos but risk of not working when you need it.
- PPT files must be uploaded to Dropbox by NOON on Friday
- Speaking time should be evenly distributed among all 5 team members.
- You should REHEARSE, REHEARSE, REHEARSE
- Judges will consider both content and how will you present.

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