



symbloTe

Co-create virtual interoperable IoT smart city applications and services

symbloTe Team

17 October 2018, Barcelona



Business Sustainability



What is the real market need that you are addressing?

Current solutions in the market?
What is your key differentiator?

Potential Market? –
Size, Countries, etc.

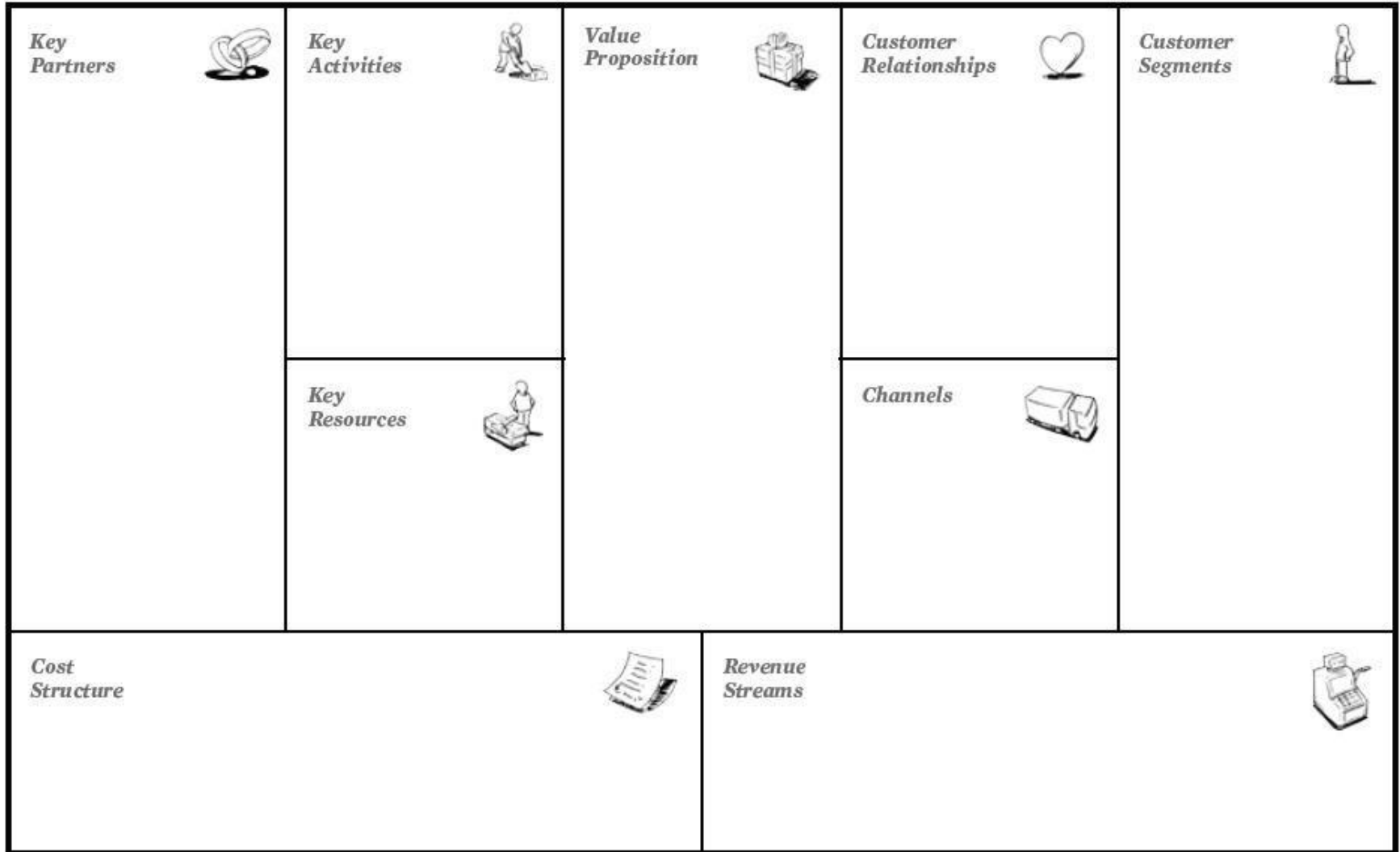


Business Model – B2B
or B2C?

How will it generate
revenue?

Social / Environmental
impact of your application

Business Model Canvas



Business Pitch - Tips



- Live demo of the solution - Enough tests prior to the demo
- Prepare a 30 second elevator pitch
- Storyline for your potential business idea
- Anticipate questions and have your answers ready
- This is a Hackathon – so prepare well to answer technical questions!
- Business Model Canvas
- Keep it simple and precise
- Practise your presentation before
- Keep it within allotted time

Feedback



- symbloTe is still evolving
- We welcome your technical and general feedback for improvement
- Feedback forms containing a short survey will be provided at the end of the HackaTown



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Thank you!

Questions?