



**SUNY** STARTUP  
**SUMMER SCHOOL**

**S4 Class of 2024**  
**Demo Day Pitch Guidelines**

# SUNY Technology Accelerator Fund (TAF)

## S4 Catalyst Investment Eligibility

To be eligible for a SUNY TAF S4 Catalyst Investment, teams and/or companies must meet all of the following requirements:

1. Developing technology that is SUNY intellectual property;
2. Enrolled in the S4 Class of 2024;
3. Participate in the S4 Demo Day pitches on August 7, 2024;
4. By December 31, 2024, complete the company formation process if a company has not already been formed; and
5. By December 31, 2024, the company receiving the TAF S4 Catalyst Investment must demonstrate that it has an active license or option to the technology it plans to commercialize from a SUNY campus.



# Quick Pitch Presentation Guidelines



12 Minute  
Presentation Time  
Slot

Maximum Presentation Time – 7 Minutes  
Q&A with Judges – 5 Minutes



Pitch Presentation  
Judging Rubric

Available at the end of this presentation



Only Include  
Nonproprietary  
Information

It is ok to reference intellectual  
property without providing details  
You may not ask the judges and  
audience to sign non-disclosure  
agreements



# Pitch Recommendations



Keep your presentation to 6 slides or less



Limit technical data in actual presentation



Make sure slides are visually pleasing



Include backup slides with supporting data



Include information on business model and go-to-market strategy

Practice and remember to relax – you got this!



# Slide Template



# Slide 1: Technology/Service

- What is the technology or service and what is innovative about it?
- What type of product, process, or software can the innovation be incorporated into?
- What is the status of any such intellectual property protection (e.g., technology disclosure, patent applications, issued patents, registered copyrights or marks)?
- What are the plans for establishing and building an intellectual property portfolio or strategy?



## Slide 2: Market Opportunity

- What specific market need will the technology or service satisfy?
- How has the market opportunity been validated through customer discovery or industry outreach?
- Has any member of the team or company participated in any formal customer discovery training through a National Science Foundation I-Corps Regional or National Program?
- What is the current value proposition and what would be the potential market entry point?



## Slide 3: Commercialization Pathway

- What is the projected development and commercialization pathway for the technology or service?
- What are the potential barriers to commercialization?
- How did customer or end-user feedback inform the commercialization plan and go-to-market strategy for the technology or service?
- What support structures exist (or are needed) in order to introduce the new product or service to the market?





## Slide 4: Commitment

- What commitment of resources (e.g., patent expenditures, equipment, corporate formation) has the team, company, campus, or a third party made to support this effort to date?
- What type of commitment is needed to initiate the commercialization strategy?
- What steps will the team or company take to secure the commitment of a third party (e.g., funding agency, investor, strategic partner) to support the continued commercialization and development of the technology or service?



## Slide 5: Team

- Has the proposed team demonstrated a passion for commercialization of their technology, such as active and consistent participation in the S4 webinars?
- Does the team demonstrate strong and sustainable potential to build off the S4 programming to continue the development of their venture and commercialization of the technology or service?
- Do any members of the team (e.g., founders, advisors, directors) have expertise in technology development and entrepreneurial interests or aspirations?



# Judging Rubric

**Quick Pitch Presentation (each category has 10-point scale for 50 possible points)**

## **Technology/Service**

The individual(s) or team has/have demonstrated the technical feasibility and readiness of their technology or service to provide impact and customer value in its initial target markets.

## **Market Opportunity**

The individual(s) or team has/have validated a need in the market and an initial plan to capture that need through their go-to-market strategy and business model. The technology or service is positioned to deliver significant value to customers for which they are willing to pay.

## **Commercialization Pathway**

The individual(s) or team has/have developed a sound initial commercialization pathway for the technology/service, identified potential barriers, and incorporated feedback from the market.

## **Commitment**

The individual(s) or team has/have or plans to actively contribute resources to support this effort and demonstrates a real commitment to moving forward with their venture.

## **Team**

The individual(s) or team has/have the skills (or show strong potential to gain the skills required) to be successful in developing the company and commercializing the technology/service and the ability to identify, manage, and overcome risks associated with their venture.



# Thank you!

## Questions?



Email us at [S4@rfsuny.org](mailto:S4@rfsuny.org)