

Soy Competition Elimination Round

January 29, 2019 – NLSN 2220

Each team will have a total of 10 minutes to present –

- 1) Give a brief summary of your product/prototype (5 minutes or less) and show material if you have it.
- 2) How large is the market for your product in dollars and soy volume (amount)?
- 3) Are there competing products on the market and if so, what are they?
- 4) Can your product compete in the market? Is it cheaper, faster, better, offers additional benefits? How is your product better than competing products? Be prepared to list and support.
- 5) What are the disadvantages of your product? What are the disadvantages compared to the current competitor?
- 6) Why should your product win the competition?