

B4 - Professional Writings

B-FRE-400

Slideshow

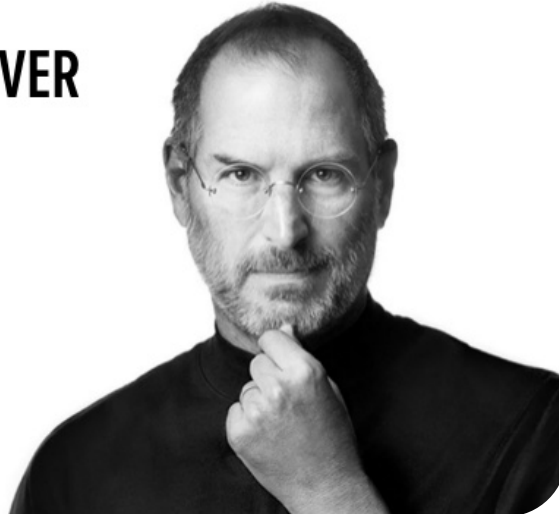
million dollar baby



Slideshow

binary name: B4-slideshow.pdf
delivery method: GitHub

STEVE JOBS **NEVER**
USED BULLET
POINTS.



You have developed an innovative IT product or service.
You need capital to further develop or market this program.
You now have to convince with targeted arguments a group of investors to bring you 1 million dollars either to finalize the development of the product, or to market it, or to extend the marketing of the product to another country.

Make a **** slideshow **** designed to convince investors to bring you \$ 1 million.
It must be calibrated for an 8-minute presentation supposed to take place at an “innovation forum” in Paris.



Your slideshow should be tailored to the investor audience and your goal.

You are an IT expert, but your investors are not.
Investors are neither customers nor users of your product, they are funders.
What logic to adopt?

Before embarking on a pure technical explanation that is unlikely to concern them, ask yourself questions.
For example: what information does an investor need? Why would he want to spend money on your program or business? And if there is already other software in the same field, why finance yours?
This will make it easier for you to find the major axis on which to base your well-argued presentation.

Then, the logical flow of your presentation and the information you choose to give will flow.



This project is a written project; only your slide show is evaluated (no oral defense).