PITCHING

BEFORE PITCHING

- Write down **a script for rehearsal and timing**, be ready for exactly what you will say and **don't leave any room for improvising during the pitch**

- We recommend **(1) one pitcher**, If there are two or more please manage their **entry and exit accordingly**; This should be reflected on your script

- Remember to have backup pitchers **rehearsed and ready**

- **The script** should have some sort of story telling and this should help you to enhance the **pitching tone**

- **Check for typos and grammar mistakes**
- Prepare copies of your presentation **"Offline" file in PDF and PowerPoint formats and keep it**

ONLINE for emergencies

• You will have 5 minutes for pitching if you have a live demo**, 3 minutes** if you don't, **manage them wisely**

• You will have a notice on 1 min remaining, then on the 2nd notice you should stop

• Remember to **annotate all the data** you have presented with their sources/references in the same slide they are mentioned in

PRESENTATION VISUALS

• Please use only **2 colors and 2 fonts maximum**, choose them wisely

• **Colors & fonts** should deliver meaningful values

• Fonts **MUST** be readable, and colors MUST not affect readability

• Don't abuse **transitions** and **effects**; if it doesn't add a value, you shouldn't use it • Don't **stretch**

pictures in one dimension, or use pictures that have a **negative** color **background** • Don't use

generic or **watermarked** pictures that doesn't deliver a message • Try to have a **dominating style**

that helps to deliver your message

• Don't **put too much** text in your slides

DURING PITCHING

• Keep high **energy** and a **motivated** presence while presenting and don't misrepresent emotions •

Move in a **small arc** if you must move.

• Look at the audience (don't fixate on some of them) not the slides

• The **whole** team should be behind the pitcher as a **support**

• **Avoid uncertainty** in your choice of words

• Have a **tone** along your pitching that has highs and lows as your **script** should reflect • Don't give

your back to the audience longer than 5 seconds at any given time • Don't call the **audience** for

action; this almost always ends badly

• Try to **close** with a slower paced tone and avoid closing **abruptly**

PRESENTATION STRUCTURE

1. Problem/Opportunity

Short clear definition of the problem/opportunity with sourced figures and insights. This section should inform the audience of your understanding of the problem and a deep knowledge about a specific user segment.

2. Your Solution Description

This is where you give an overall description of your solution; describing the best value proposition you are going to provide your customers and users with, to help them the most.

3. Solution Features

Here you should list down the features that the user is going to get from your product. Please make it short, clear and above all try to explain the user journey experiencing these features not the technical details of how to make these features.

4. Competition and Market Landscape

Having a competitor matrix is a necessity. Give your audience an idea on how you stack up to the competition, what differentiates your solution.

Every business have competitors if not directly, indirectly they affect the market. How big is this Market Sector? 5.

Progress Status

Let's have a brief on where you are now in the development phase Of your solution.

6. Future Plans

A brief on where you are going forward in the development phase Of your solution. The audience should have an overall image of your optimum goal of the solution.

7. The Team

Close with a simple and informative slide with the team members names & photos and their contribution and experience if they have an extensive experience in a specific field.