

Pitching your Project

Pitch Prep



What makes you lose interest during a presentation?



Common Pitfalls

- Too much unnecessary information...
cut to the chase!
- Too much jargon / inaccessible
language
- Focusing on features, not benefits
- Too much text on slides
- Poor visuals and graphs
- Too scripted
- Not staying within the time limit



The Pitch

- 5 minutes
- Powerpoint, demo, website, etc.

Rubric

- *Feasibility*
(Scalability/practicality)
- *Creativity/Design*
(new approach/impact/implementation)
- *Presentation*
(Clarity/appearance/timing/teamwork/engagement)



What to Cover

- Pain / Problem (related to prompt)
- Solution / Product
- Team

Additional Content

- Traction
- Lessons Learned
- Ask



Topic | Pain

What to cover here:

- Identify Sector(s)
- What **problems** are they facing?
- How does this impact customer and surroundings?

Ways to show information:

- Tell a **story** about your customers pain points.
- Use statistics, reports, or other numbers to show the **size of the problem**.



Topic | Solution

What to cover here:

- What is your **value proposition?**
- How do you **improve** your customer's lives?
- What is your **product**, and **how does it work?**

Hackathon Objectives for Solution:

- Must be "New" approach to offset carbon emissions
- What is the Environmental Impact
- Ensure well being of staff in industry process



Topic | Solution

Ways to show information:

- Concise **value prop statement**.
- Product **screenshots** or **mock-ups**.
- Info on the **value** your solution provides
(i.e. saves them time, money, etc.)



Topic | Solution (Implementation)

Ways to show information:

- How would this be successfully implemented in industry (provide example of what successful implementation would look like)



Topic | Solution (Impact on Carbon Emissions)

Ways to show information:

- How would this solution drastically impact carbon emissions? (provide evidence)



Topic | Team

What to cover here:

- Why are you the **best person or team** to be solving this problem?
- Who are the key players, either founders or advisors?

Ways to show information:

- **Short bios** with expertise, skills, qualifications and experiences.
- Focus on what's **relevant**.



Topic | Traction

What to cover here:

- What **progress** have you made this weekend?
- What have you **learned**?



Topic | Lessons Learned

What to cover here:

- What is your biggest take away from this week?
- What are your next steps?
- Plans for the future?

Ways to show information:

- Timeline
- Graph
- Goals
- Outlining next step



Topic | The Ask

What to cover here:

- How can the audience **help**?
- Mentorship, Connections, Users and Sales, other Call to Action, etc.
- **Social media, website, etc.**

Ways to show information:

- **Clean and simple** call to action.
- Direct to a website or social platform.



Pro Tips

Make it look good.

"I'm not a designer" is **not** a valid excuse for a bad looking deck.

There are countless free and easy-to-use resources out there. (Canva, Unsplash, etc.)



Pro Tips

Keep it simple.

Graphics > Text

Make sure it can be understood by everyone in the audience.



Pro Tips

Minimal text.

After each draft, **remove 50% of text.**

Repeat as much as possible.



Pro Tips

Damage Control.

Limit the chances of things going wrong.

But be prepared for when things do go wrong.

Avoid:

- Complex transitions
- Cutting it too close on timing



Pro Tips

"Memorize" your presentation.

Be comfortable with your content and presentation.

Don't rely on a script or read off a page.

No one else will know if you don't say the 'right' thing.



Pro Tips

Practice.

Practice your presentation **OUT LOUD** as many times as possible.



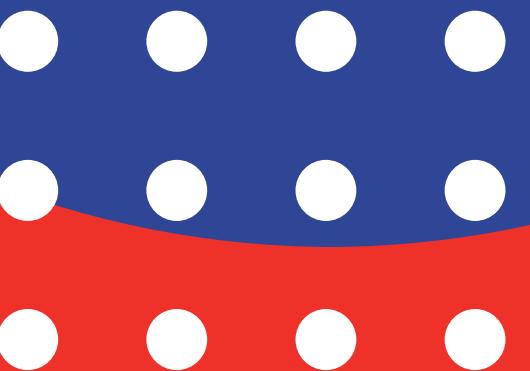
Pitching Online

Tips and Tricks

- Check your equipment
- Minimize potential interruptions
- Use notes strategically
- Focus on slides
- Make eye contact... even through the camera!
- Check on your audience
- Record your presentation
- Use a dual monitor



Evolution Program





Who is Evolution for?

- Tech-based entrepreneurs.
- Founders who want to take a concept from ideation to validation.
- Pre-revenue companies, or companies with minimal sales.
- Companies working on their MVP (Minimum Viable Product)
- Companies looking to refine their business model.
- Companies looking to attract their first customers.



Apply Now!

Next cohort starts : June 2023

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