

Project Specifications Guide WEEK 7

Week 7: Mini Presentation + An AD

1. Aim :

The aim is to pitch your **creative and innovative idea** that addresses a specific problem or need and present your **AD**.

2. Mini Presentation Outline

a. Title Slide

- Project Name: [Your innovative product or service title].
- Group Name: [Team name].
- Team Members: List all team members.

✓ **Make it clear, professional, and engaging. If possible, include a short, catchy tagline (A tagline is a short, memorable phrase that captures the essence of a brand, product, or idea).**

b. Introduction

- Background Context: Provide information about the field or problem area related to your idea.
- Relevance : Explain why this topic is important and how it relates to societal, technological, or market needs.
- Objective : State the goal of your presentation and what you aim to achieve.

POSSIBLE PITCHING TECHNIQUES : Storytelling /FOMO (Fear of Missing Out) /Hero's Journey :

- ✓ Start with a real-life scenario or powerful statistic to draw the audience in. Create a sense of urgency ; why should they care now?

c. Problem Statement

- Clearly define the problem or challenge your idea addresses.
- Include statistics or data (if applicable) to emphasize the magnitude of the problem.
- Highlight the gap in current solutions or approaches.

POSSIBLE PITCHING TECHNIQUES : Draw the audience in + Face the challenge :

- ✓ Start with a relatable frustration or challenge.
- ✓ Ask a thought-provoking question to engage the audience.
- ✓ Show data or real-life examples to emphasize the problem's urgency.

d. Solution

- Introduce your proposed product or service as the solution.
- Show the AD (**the advertisement must follow the requirements discussed in Lesson 6 on Advertising**).
- Summarize how it works and why it's effective.
- Link the solution directly to the problem statement.

POSSIBLE PITCHING TECHNIQUES : The lightbulb moment + hero's journey :

- ✓ Present your solution as a breakthrough discovery ; your "aha!" moment (e.g. relate the problem to something you've experienced).
- ✓ Frame your team as the heroes solving a major problem.

e. Key Features/Benefits

- Highlight the main features of the solution (e.g., innovative technology, user-friendliness).
- Explain the direct benefits to the target audience.
- Address how it stands out compared to existing solutions.

POSSIBLE PITCHING TECHNIQUES : Show, don't tell + know your audience :

- ✓ Instead of listing features, connect them directly to the audience's needs.
- ✓ Ask engaging questions.

f. Market Analysis (if applicable)

- Identify the target audience: Age, profession, or specific needs.
- Discuss the market size or demand for the solution.
- Briefly mention competitors and explain how the idea is unique.

POSSIBLE PITCHING TECHNIQUES : FOMO (Fear of Missing Out) :

- ✓ Show how the market is changing and why the idea is the future.
- ✓ Position the product/service as a disruptor that challenges outdated solutions.
- ✓ Show how the market is moving in your favor and frame yourself as challenging big companies with a better solution.

g. Implementation Plan

- Outline the steps required to develop and launch the idea.
- Provide a timeline for the product/service development.
- Highlight required resources (e.g., funding, tools, or partnerships).

POSSIBLE PITCHING TECHNIQUES :

- ✓ Grab attention with a confident statement about feasibility.
- ✓ Reinforce reliability: why the implementation plan is trustworthy and achievable? Compare the plan to similar successful implementations ?
- ✓ Proactively reassure the audience. Use a 'Risk & Solution' table.

h. Conclusion

- Summarize the key points of the presentation: Problem, solution, benefits, and feasibility.
- Reiterate the importance of the idea and its potential impact.

POSSIBLE PITCHING TECHNIQUES : Call to Action :

- ✓ Encourage the audience to visualize a better world if they act now (Paint a picture of the best-case scenario.& challenge them to be part of making it happen).
- ✓ Force the audience to confront their hesitation (Acknowledge common fears or objections).
- ✓ Use direct, powerful verbs: *Join. Act. Decide. Take the lead. Be part of it.*

❖ Notes

- **Duration:** Keep the presentation to 15 minutes + 5 minutes O&A session.

- **Respect the structure :**

Apply the key strategies learned in the lesson on the art of pitching.

Ensure the presentation follows the designated structure and stays on track with the key points. This will help maintain clarity and focus throughout the pitch.

- **Visuals:** Use slides or visuals to support the points and avoid overcrowding slides with too much text. Focus on clear, engaging visuals.
- **Engagement :** Keep the audience engaged by using clear, confident language with a strong opening and closing statement, and try to maintain eye contact with the listeners.
- **Practice :** Practice the pitch to ensure clarity and timing.