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CREATING GREAT PRESENTATIONS

WHAT IS THE GOAL OF THE PRESENTATION?

- ▶ Elevator Pitch?
- ▶ VC Pitch?
- ▶ Demo Day Pitch?
- ▶ Pitch Competition?
 - ▶ How are you being judged?
 - ▶ What is the criteria?

STRUCTURE FOR A GREAT PITCH:

- ▶ BIG opening (you need to get their attention!)
- ▶ Three take-aways, *maybe four...*
- ▶ Close with a call to action!
- ▶ Show Don't Tell
- ▶ Stories are what stick ("Made to Stick")
- ▶ EXTRA CREDIT:
People do not remember what you say nearly as much as they remember how you made them feel.

IMPORTANT!

SIGNAL vs. NOISE

GET THE STORY RIGHT!

- ▶ Black text, white background
- ▶ Objective on each slide
- ▶ No pictures, no graphs!
- ▶ Do not invest time in beauty
- ▶ Create a story...

OBJECTIVE FOR EACH SLIDE:

Untitled 2 — Edited

View Zoom Add Slide Play Table Chart Text Shape Media Comment Share Tips Format Animate Document

1

2

Total Addressable Market:

[Bar graph of mkt size 2010-2020 (actual & projected)]

OBJECTIVE: HUGE potential market!

Style Text Arrange

Body* Update

Style Layout

Font

Helvetica 35 pt

Light

B I U

Character Styles None

Alignment

Left Center Right Justify

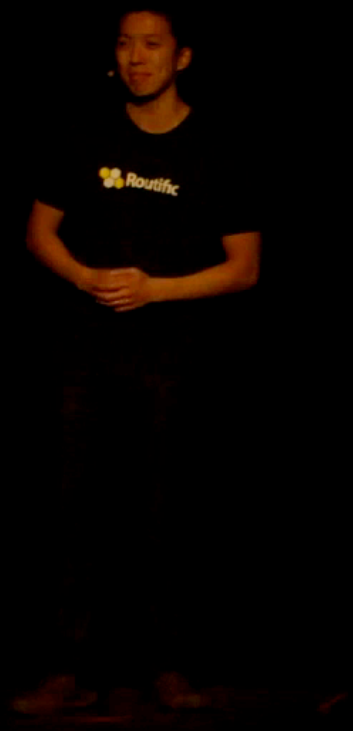
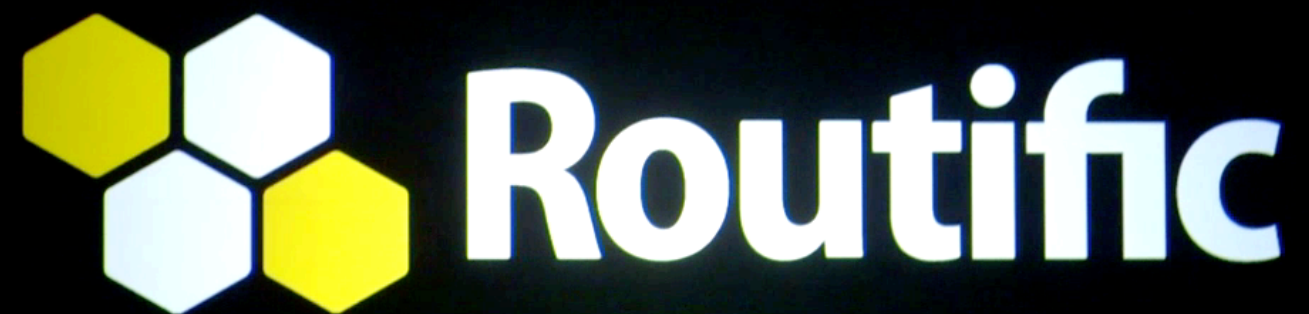
Spacing 1.0 - Single

Lines 1

Before Paragraph 42 pt

After Paragraph 0 pt

Bullets & Lists None





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