

Pitch Presentation

Objective

You are to prepare a “pitch”: a talk describing *WHAT* your project is about and *WHY* it is important and worth doing. You are then to present your pitch in front of the Masters of Commercialisation & Innovation class and teachers.

Deliverables

You will deliver a ten minute talk (plus five minutes for questions) in the fourth week of semester. A laptop running PowerPoint will be available at the time of the talk should you wish to use it (save your presentation in an earlier version of PowerPoint and have a pdf as a backup just in case).

Your talk will be held during the tutorial session hosted by your allocated supervisor.

Description

This is your first assessed activity in the course. The most important thing is to introduce your project to your audience, who will be seeing it for the first time. You should aim for a concise, clear and accessible (easy to understand) presentation: you should not go into excessive detail (several of the other assessed activities will provide scope for detail). It is a good idea to make use of examples and (where appropriate) diagrams in your presentation. Stay focused on the criteria (*WHAT* and *WHY*) described in the objective: what problem will your project solve and why does that problem need to be solved?

Your project advisor has arranged to meet with you prior to your presentation. You should send a draft of your presentation to him or her at least a day before this meeting, so that he or she provide you with feedback. If you are using PowerPoint, your draft should be your slides and any supporting materials. If you are presenting without PowerPoint (or equivalent), your draft should be typed notes of what you are going to say (and do, if you intend to use the whiteboard) and sketches of any diagrams you intend to draw.

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You should also practice your presentation: get together in groups of at least three students and present your work. The Software Engineering Meeting Room can be booked at the School Front Office for this purpose. For each presentation, one member of the audience should keep track of time; not just the overall length of the presentation, but also the time at which you start each slide (if you are using PowerPoint or equivalent), so you know where you are taking too long or going too quickly. Aside from the timekeeper, the audience in these practice sessions should concentrate on presentation style rather than content: how effectively you are communicating rather than what you are communicating. After each practice presentation, the audience should indicate both good points and things in need of improvement.

Ethics

Remember you have to deliver what you promise in your pitch, or else renegotiate it later (which will cost time, at the very least).

Assessment

This presentation is worth 10% of the marks for the course. 50% of those marks will be awarded for content (*i.e.* the extent to which you addressed the objectives). The remaining 50% of the marks for this assessment activity will be for presentation style, including how effective you are at communicating and the ability to keep to the time limit.