

Presentation Guidelines

Delivering a compelling pitch can make or break a project. It requires clear, concise communication, and strategic organization of information. Here are the key elements for making an effective short pitch:

1. **Introduction:** Start with a quick introduction of your team and your project. You may also want to briefly highlight the unique qualities or experiences that your team members bring to the table, especially if they significantly enhance the potential of the project.
2. **Problem Statement:** Clearly and concisely define the problem your project is solving. This step is crucial as it sets the stage for why your project is necessary. Your problem should be specific, relatable, and significant enough that investors see the need for a solution.
3. **Solution:** Describe your project as the solution to the problem you've identified. Explain what your project does and how it does it. Highlight the unique selling proposition (USP) - what makes your project different and better from existing solutions.
4. **Market Size:** Show the investors that the problem you're solving is not only real but also significant. You want to demonstrate that there's a sizable market for your project - enough to return a profit on their investment.
5. **Close Strong:** End with a strong, memorable statement that leaves a lasting impression. This could be a vision for the future, a key statistic, or a passionate declaration about the importance of your project.

Remember, your team's energy and confidence can make or break a pitch. Ensure your team is well-rehearsed, speaks with enthusiasm, and is prepared to answer questions. The best pitches tell a compelling story about a problem and its innovative solution, delivered by a competent, passionate team.

Tools / Props to use

Incorporating props into your pitch can make your presentation more engaging, memorable, and effective. What you choose to use will depend on the nature of your project, but here are some possibilities:

1. **Product Demo:** If your project involves a physical product, bring it along. Seeing, touching, and experiencing a product can be much more impactful than just hearing or reading about it. If your product isn't tangible, consider a digital demo or simulation.
2. **Visual Aids:** Posters, charts, graphs, or slides can help to illustrate points, break down complex ideas, and keep your audience's attention. Infographics can be particularly helpful for presenting data in a digestible manner.
4. **Props to Illustrate the Problem:** Use props to make the problem your project is solving tangible. For example, if you're addressing a medical issue, you might bring along a model of the body part in question.

Remember, props should enhance your pitch, not distract from it. Ensure they're relevant, help tell your story, and don't complicate your presentation. Always practice your presentation with your props to ensure everything runs smoothly on the day.