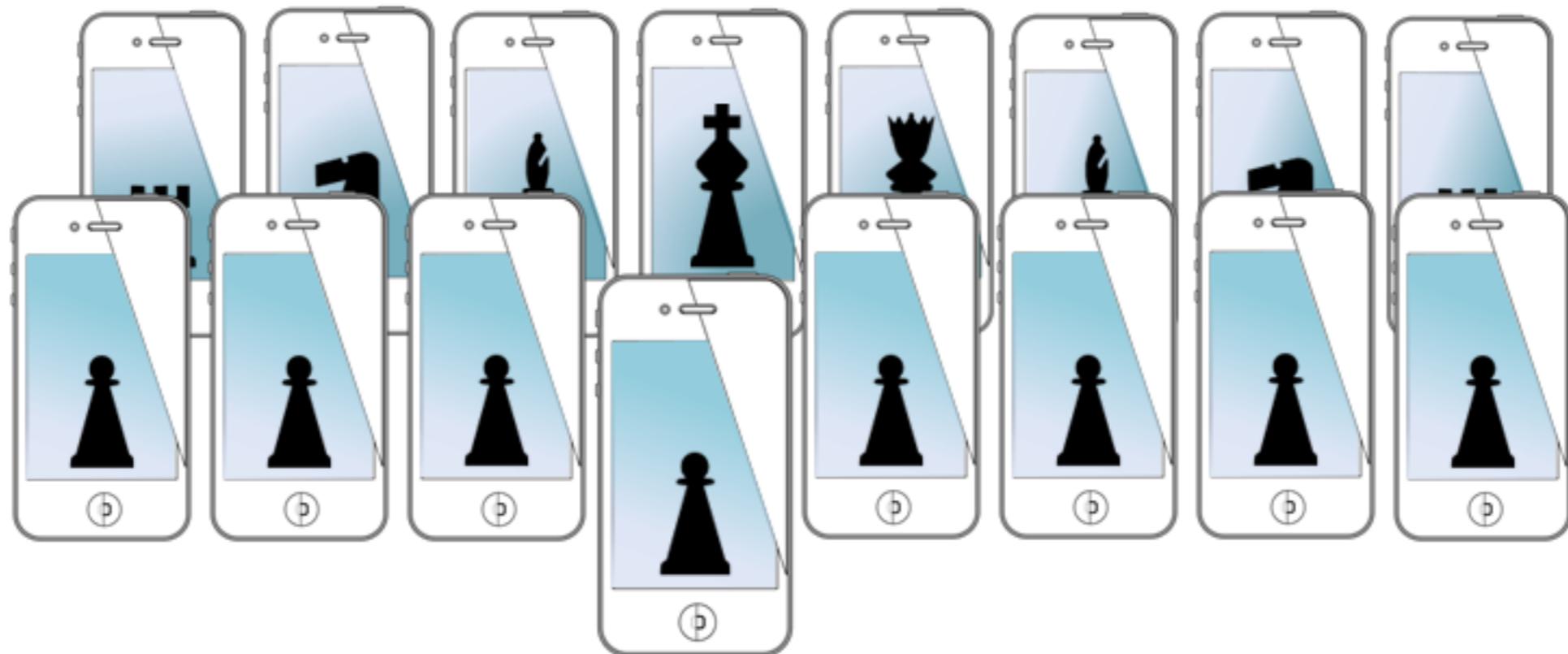


MOBILE SENSING LEARNING



CS5323 & 7323
Mobile Sensing and Learning

the final lecture: the pitch

Eric C. Larson, Lyle School of Engineering,
Computer Science, Southern Methodist University

course logistics

- final project demos are during finals time!
 - Monday December 13th
 - 11:30AM-2:30PM
- video summaries due by midnight same day

final project

Biweekly lab assignments: 60% of grade (5 labs @ 12% each)

In Class Assignments: 20% of grade (4 at 5% each)

Final Project iOS Application: 6% of grade

Final Project Presentation: 9% of grade

Final Project Video: 5% of grade

final project

Demonstration and Presentation

During final exam time, teams will demonstrate the finished application and give a brief, polished presentation of the application. The presentation should include:

- a brief introduction of the app (~three minutes)
 - motivate why the application is useful
 - make the intro memorable using techniques we talked about in class
- an overview of the methods used (~five minutes)
 - highlight the difficult problems that you solved and how
 - present yourself as a professional and expert (and your own personality)
- time for demonstration and questions (~seven minutes)
 - You will answer questions as posed by the instructor and the class

The presentation should be geared toward individuals familiar with the material from this course--it does not need to be ostensible to a general audience. The presentation is worth 10% of the grade for this class.

final project

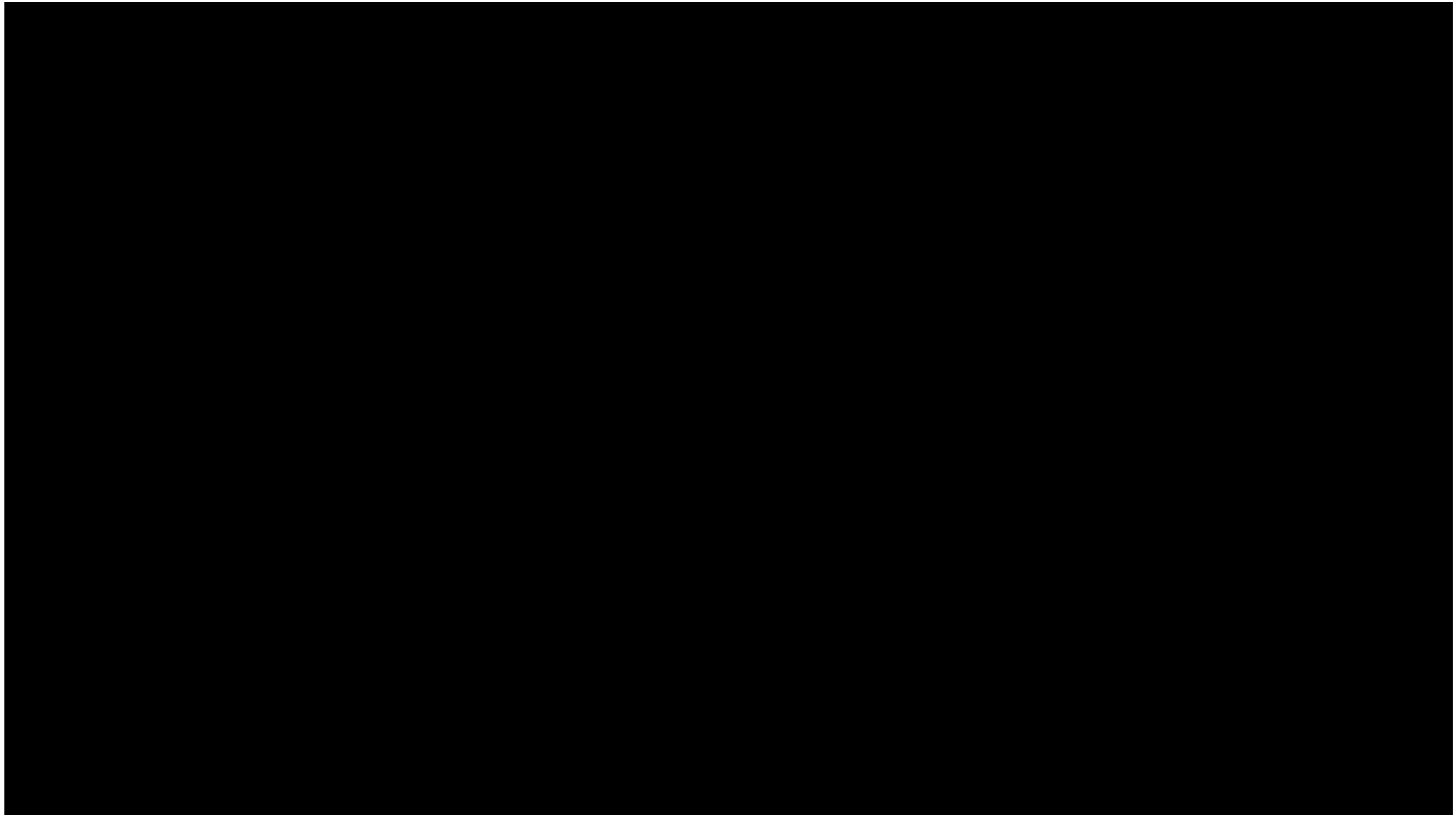
KickStarter / IndieGoGo Video

You will submit a video write-up similar to videos one might see on kickstarter. You can think of this as a video pitch would give potential customers and investors (this should be approachable by a wider audience). It should be appealing and fun to watch, but yet informative enough to showcase your expertise in mobile programming. You should concisely explain what your product is, what value it has to offer, features, specification, and maybe even a tagline.

Note that you are NOT being asked to host the project on kickstarter—only to develop a marketing style summary. You are not required to host the video publicly, although you are encouraged. Please submit the video via download link, YouTube link (unlisted or public) or directly to canvas. Also submit all source code for the project via canvas.

kickstarter

- an app, funded at 285% in 2011



for movies

- iMovie is “pretty good” for this kind of thing
- look at screen/camera recording feature
- does not need to be *extremely* polished
- but should be well thought out
- **be technical**
 - but in a way that makes you look like a magician
 - then reveal the trick

agenda

- talking in front of people
- pitching in front of people

how many people know this?

- tell people what you are going to tell them
 - tell them
 - tell them what you told them
-
- tell people something **worth** telling
 - tell them **once** in a way that they remember it
 - leave them feeling they **learned** one thing

speaking

- what makes a great talk?
 - confidence? (even if nervousness is obvious)
 - have something worth talking about?
 - emotion?
 - storytelling?
 - practice?
 - not having bullet points of text?

pitching

- be brief
 - for our class: ~**eight** minutes
- let Q&A have the most time
- be **compelling** within 20 seconds
- have a crisp, well-structured **story**
- **memorize** the first two minutes
- if showing data, **show conclusions** not just a number
 - analysts like numbers, as long as they have a takeaway

elements of the pitch

- problem
- solution
- magic that gives you an edge in market
- status and **team credibility**
- accomplishments, funding, rewards
- consult a business professional for:
 - market/financials/sales/competition/timeline/use of funds
 - see me pitching a mobile smartphone solution
 - <http://www.youtube.com/watch?v=XNDWuohJog8>

*caveat:
it's not all that good*



your voice

- its okay to be **nervous**
- audience **participation** (conversational)
- alternate **loudness**
 - practice this—its hard to know you are droning
- alternate **speed** for effect
- have **emotion**
 - look approachable
 - vulnerability shows something genuine

an example

Jaundice

- newborn jaundice is a yellowing of the skin
 - many newborns develop jaundice, 3.1 million per year in US
 - a rare condition known as kernicterus can develop
 - auditory problems
 - mobility issues
 - brain damage
- every newborn born in the US must be screened for jaundice using
 - blood draw
 - expensive, specialized meter

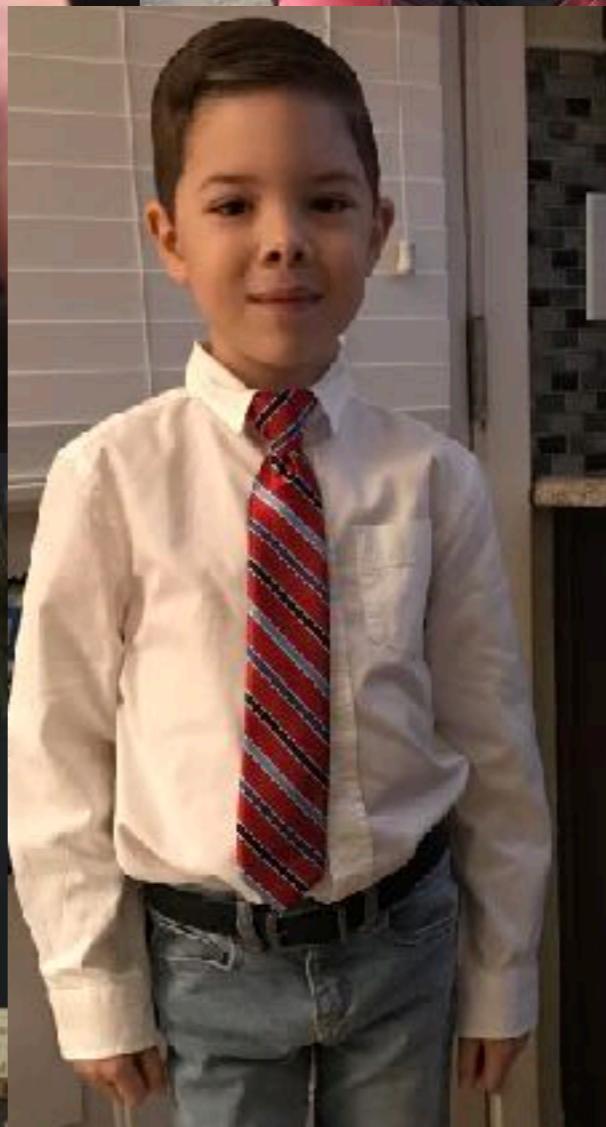
BiliCam

- smartphone app: images taken of newborn in standard manner using smartphone camera
 - includes “flash” and ambient lighting images
 - color calibration card placed on newborn’s skin
 - app “view finder” used to standardize distance
- estimate the level of jaundice from picture



critique

another example



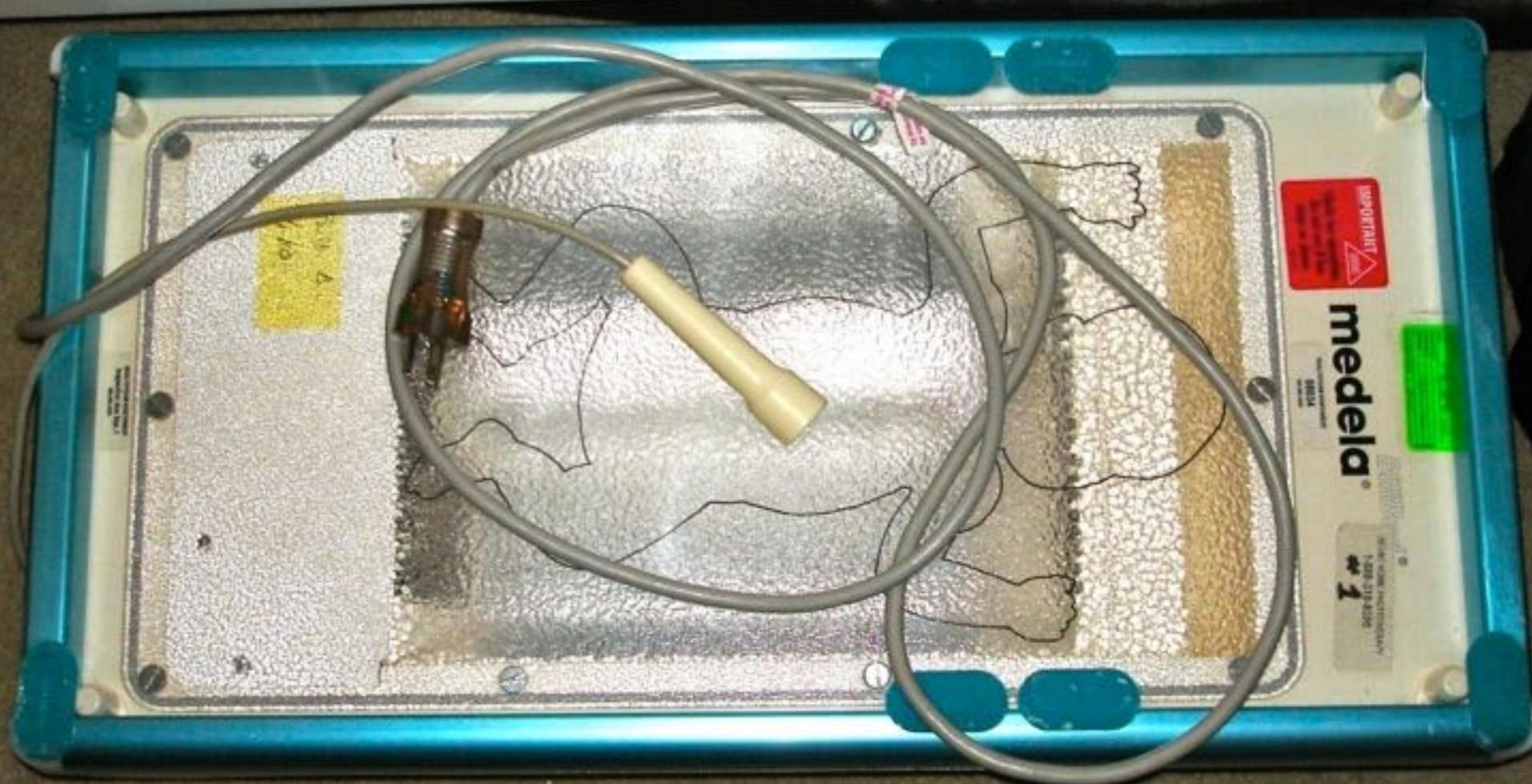




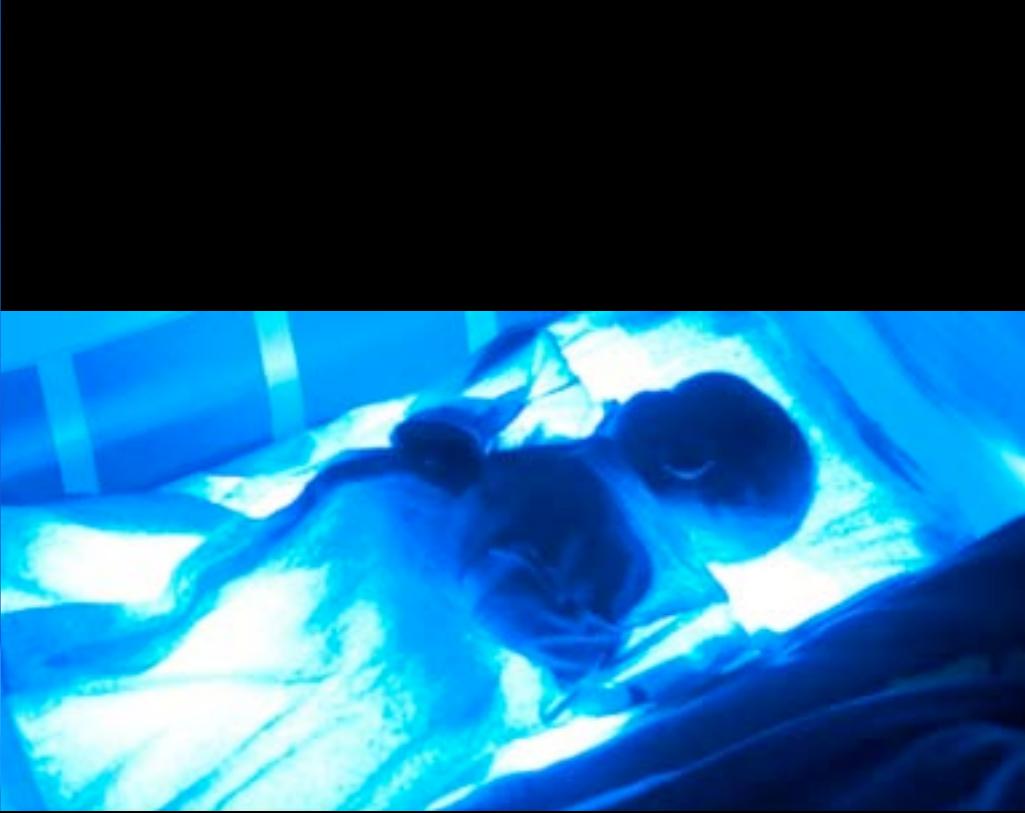












1 in 14 newborns go through **phototherapy**

40,000 will develop severe, **life altering jaundice**
in the US alone



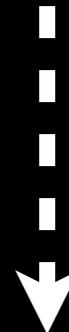
bilirubin
level in blood



blood
draw



estimated
jaundice level



yellowness - - - → camera + - - - → processing
calibration card





bilicam



critique

getting better

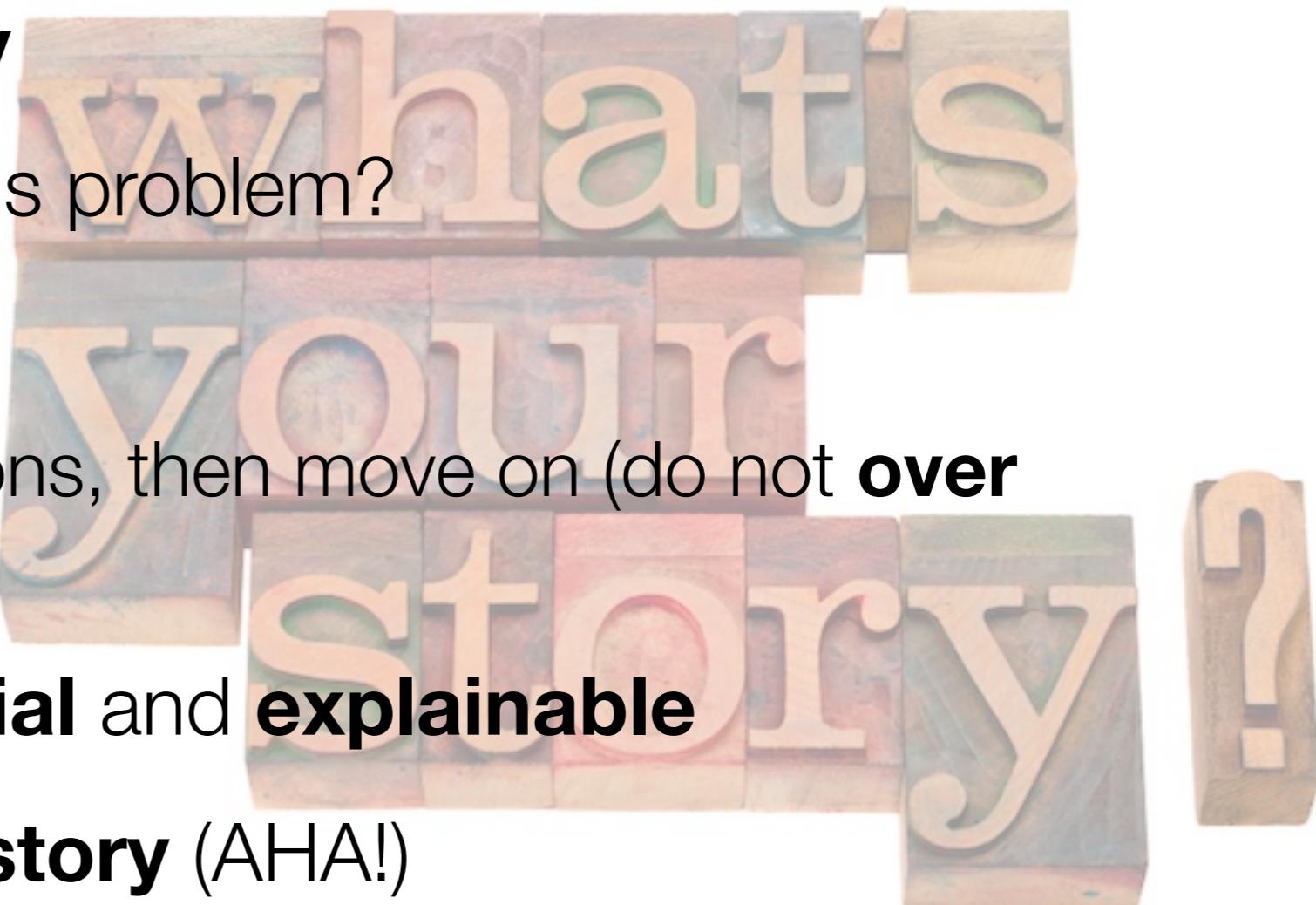
- no one is a born public speaker
- that is what Tony Robins says...
- business students often get these experiences
 - because they place themselves out in front of people
 - ...and risk doing a bad job
- record yourself
 - seriously, its amazing what nervous mannerism you have but do not realize

elements of a great talk

...as described by TED coach, Chris Anderson

frame the story

- **stories** have been told since the beginning of time
 - take people on a **journey**
 - why do **you** care about this problem?
 - others will come along
 - pick one or two implications, then move on (do not **over explain** the subject)
- only cover what is **essential** and **explainable**
- maybe have a **detective story** (AHA!)
- do not explicitly tell how **great you are** in a pitch
 - show **competency by example**, stories and anecdotes



delivery

- try not to read the talk
- better: bulleted points **on card** and **an idea** of what to say
- best: **memorize** it word for word
 - try to stay away from the valley of awkwardness:
 - half memorized (recitation),
 - focus is on words, not delivery
 - be yourself
 - be humble



stage presence



- its okay to be nervous, actually its expected
 - it makes you sharper, more energetic
- but try not to sway your body, shift weight
 - this happens if you don't focus on it
- pick three or four people to make eye contact with
 - try to pick those you can tell are interested
- take a few deep breathes before

multimedia

- the focus is the **story**—try for a format that enhances story
- powerpoint is okay
 - simple, do not read the slides
- photos as slides are better
- the focus is the story, not transitions
 - map style (like prezi) is interesting, but can be distracting
- talking over video can be amazing
 - but keep videos short, don't show yourself talking
- let images and video speak for themselves



putting it together

- rehearse. rehearse. rehearse.
- ...in front of people
 - **and take feedback with a grain of salt**
 - **conflicting feedback happens all the time**
- you can coach out bad parts of a talk
- but rarely can you coach in the missing elements
- the best talks use new, fresh ways of presenting
 - so I cannot tell you what they are, keep looking at good talks online
- if you want to pitch to me, just ask



other resources

- (almost) every talk I have ever seen on TED
- stay away from most academia
 - well, not really
- watch VC pitches (final rounds)



examples



carl sagan, on pitching



ken robinson, the highest rated TED talk of all time

examples

One of 1,000+
TEDTalks

New ideas every weekday

TED.com



jill bolte taylor, my favorite example

examples



jill bolte taylor, story interspersed

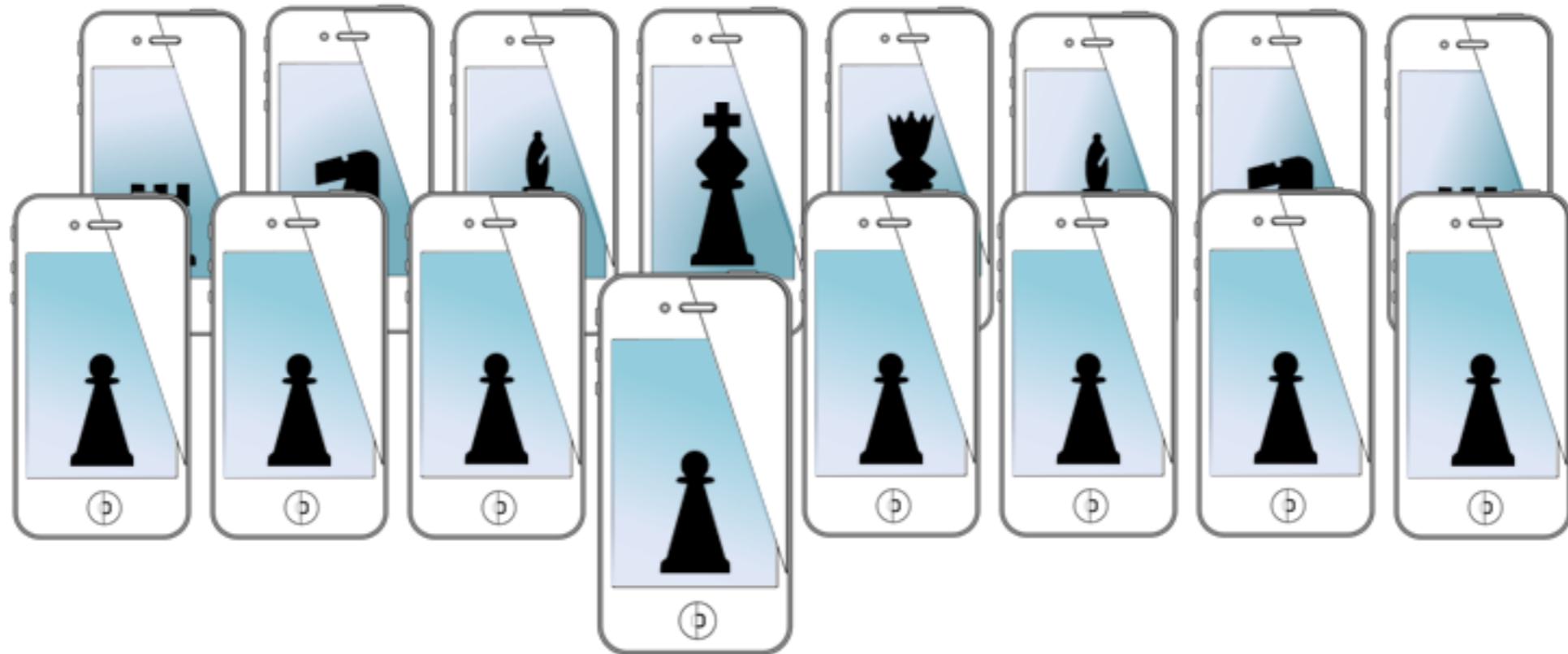
go watch that talk

- is a poster child for relating a message with interspersed story
- google for more great examples
 - top TED talks of all time

for next time...

- there is no next time!
- if time: project proposals
- send me feedback on the class, **please!**

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