



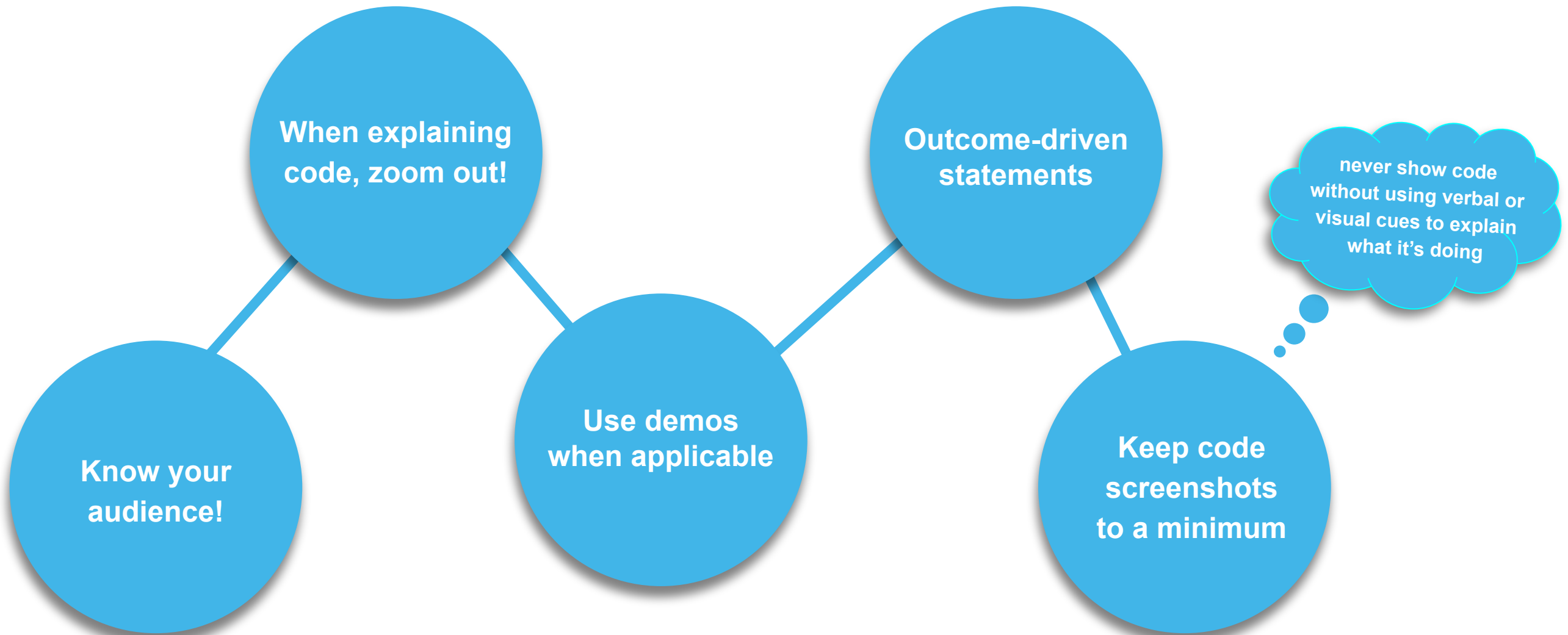
Technical Presentations in Business

TAMID Tech Track



TAMID GROUP

Top Tech-Business Presentation Tips



Project Overview

Know Your Audience

Consider the range of technical knowledge in the audience

It's always better to explain in plain english than in technical terms

Keep it simple; avoid going on long tangents when trying to get everyone on the same page

Preface Tech Terms

Using applicable “techy” language is acceptable, as long as you give background context

Applies for any frequently used definitions of tools or algorithms

Example: “For those who do not know, an API can be used to extract data from different websites and services”


Structure Your Explanation

Step 1: Discuss the project’s mission statement

Step 2: Explain what tools/ technologies you used to achieve these goals

Example: “Our **goal** was to create a tool that measures nutrition of online recipes, **so we used** the Tasty API to grab recipe information from Tasty.com, followed by another tool, the Edamam API, to rate its nutrition. This lead us to have an output of nutrition information from the input of an online recipe. ”





**Don't explain
how it works.
Explain what it
does and why!**

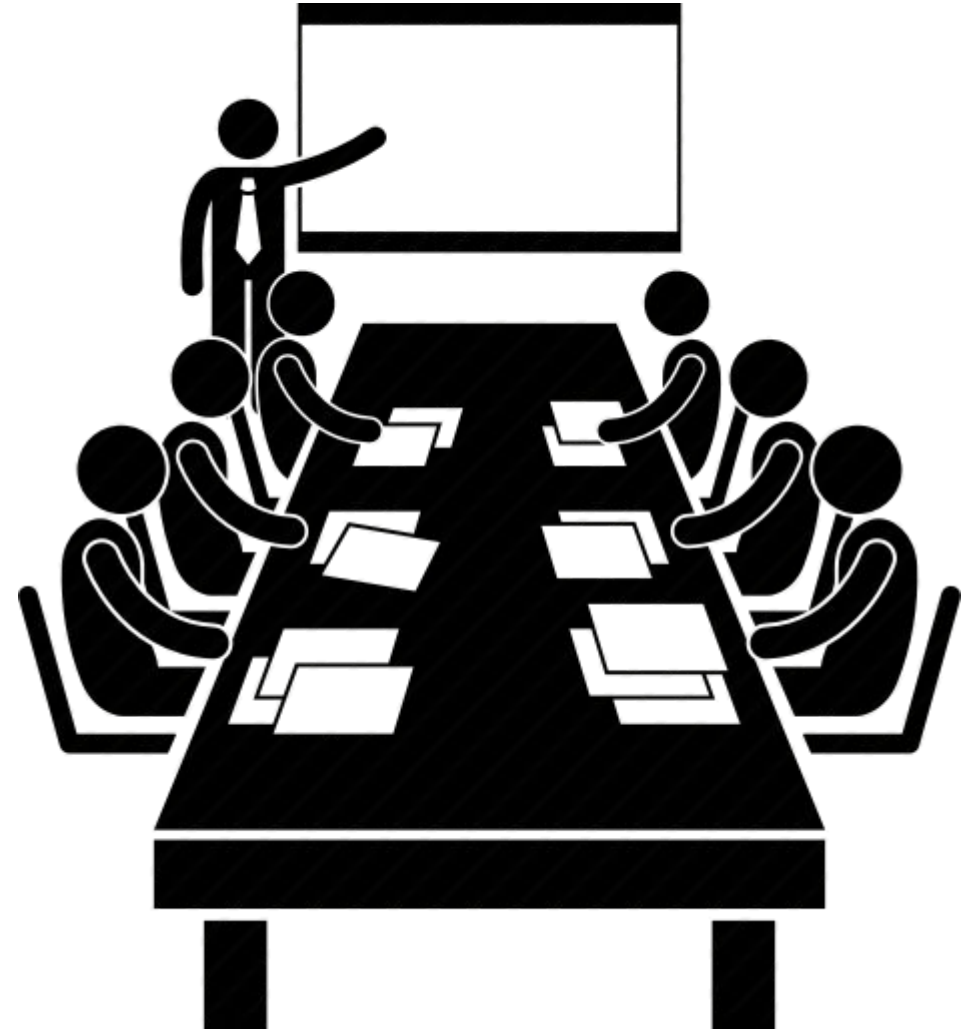
Focus on **IMPACT**, not **PROCESS**

- Delving into the inner workings of a technology can be an interest-killer, especially in a pitch setting
- Focus instead on the applications of your product, its target market, and why it will succeed
- When fielding questions from the audience, you can use that time to mention you are happy to explain the further technical details on request



Do a demo if...

- You can provide visualizations or calculations that could aid comprehension of purpose
- Time allows it; If you run through a demo too quickly, or stretch out the demo to fill time, the audience will lose interest.
 - Time yourself when practicing to better understand your pacing
- You can demonstrate expertise in the product space
 - Prepare to be pressed on specifics of your product and its market. Example: “What differentiates your product from similar product X”



- Can be a good visual aid to show process
- Use creative visual representations
- Remember not to get too technical here

Example

