Research on presentation theory

The purpose of a pitch is to stimulate interest and not necessarily to cover every aspect of the product. It needs to be able to capture the attention of the audience and to be simple and understandable by everyone.

But besides a good pitch, another important factor is the speaker. A good speaker will be able to capture the audience attention and to communicate with them. A good speaker will also be able to adapt to every situation as needed in order to ensure a good outcome of a pitch. The personality and the way the speaker talks are the most important traits. Nobody is going to listen to someone who is bored or not interested. If the speaker gives off this impression then how can the audience be interested if even him does not seem to be.

In my research I have found an important lesson on pitching by Guy Kawasaki it is called “ The only 10 slides you need in your pitch”. In it Guy Kawasaki talks about the 10/20/30 rule of powerpoint which is based around the idea that a pitch should have 10 slides should not last more then 20 minutes and must not contain a font smaller than 30 points. According to him this rule applies for anything no matter the product. The explanation behind it is as follows:

Ten slides. Ten is the optimal number of slides in a PowerPoint presentation because a normal human being cannot comprehend more than ten concepts in a meeting

Twenty minutes. Even if there is more time allocated than 20 minutes something might go wrong on the technical side and in a perfect world you will have your pitch presented in 20 minutes with the rest of the time opened for discussion.

Thirty-point font. Some make the mistake of using as much text as possible and thus use a small font to be able to fit in 1 slide. The result is that the audience will start to read and they will read faster than how the speakers speech. The result of it is that the audience and the speaker are out of sync.

In conclusion in order to get a good result out of our pitch I suggest we follow the 10/20/30 rule and prepare ourselves to answer any possible questions that we might be asked.