



Call for Code Founding Partner



CALL FOR CODE

COMMIT TO THE CAUSE. PUSH FOR CHANGE.

PITCH WORKSHOP

HOW TO MAKE A GOOD
IMPRESSION WITH THE JUDGES



TELLING THE STORY

Your pitch should contain a **user-centered story** that is illustrated with a demonstration

Do:

Focus on:

What problem you're solving.

Why is this important.

Wow— why is this innovative, and making users happy.

Don't:

Start and stop your presentation to show your demo—**both should happen concurrently**. Utilize the members of your team.

Make a business case—this will eat into your demo time!



YOU ARE THE EXPERT

Your pitch needs to **engage the audience** and make you look like the expert on your idea

Do:

Prioritize the demonstration! Your demonstration should be the **focal point** of the presentation.

Create a compelling **visual component** to your presentation.

Rehearse!

Don't:

Read words off a **slide** or command line interface.

Give needless background.



TIME MATTERS

You have limited time, **use it wisely.**

Do:

Prioritize time for **demo** over slides.

Rehearse! Again.

Don't:

Get stuck on **one** portion of the presentation.



SHOW WHAT WORKS

Your demonstration should include only the parts needed to **highlight the technology** and tell the story.

Do:

Have working **code**.

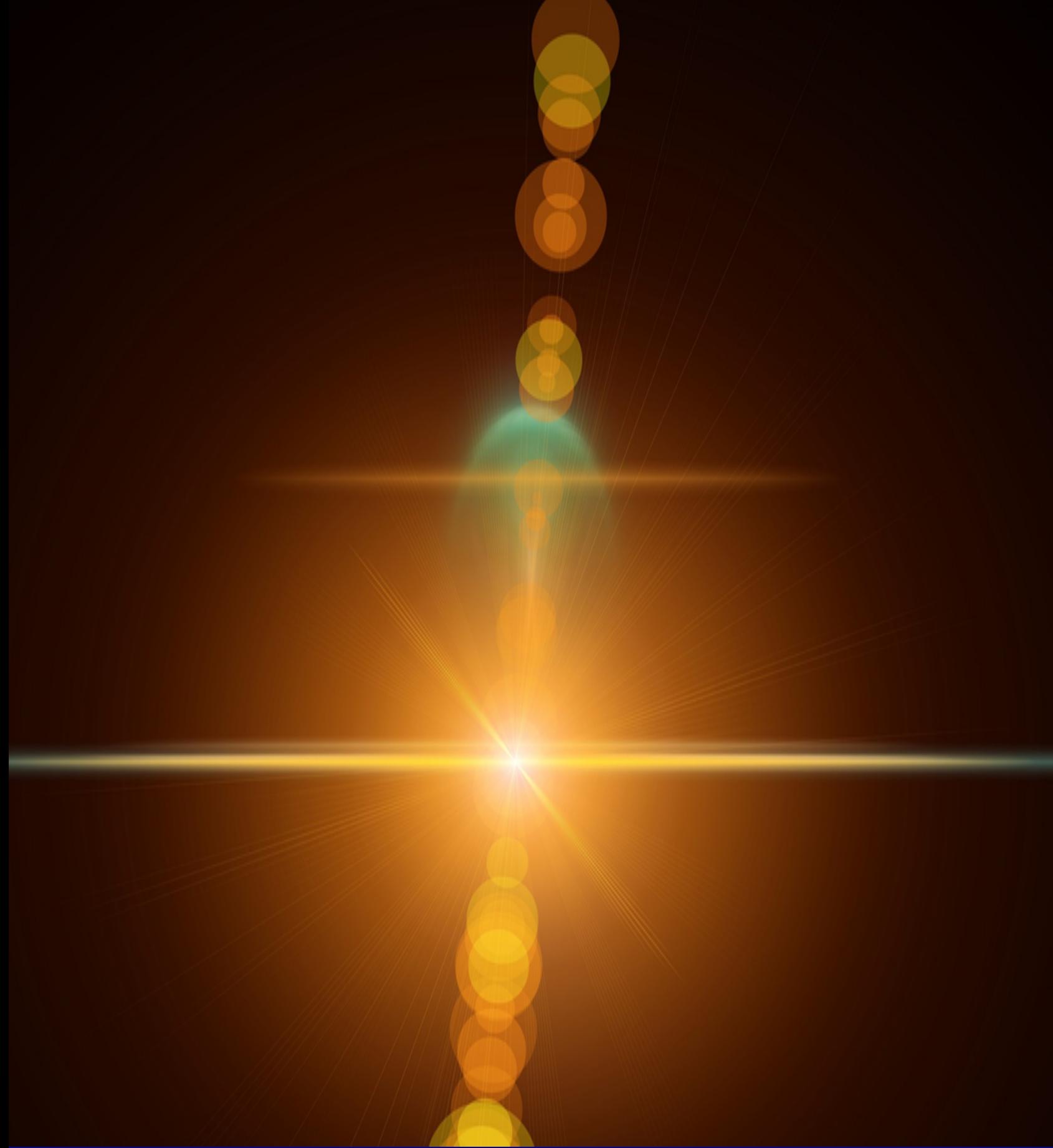
Describe how the technology made your solution better.

Explain how the technologies compliment each other.

Don't:

Show a series of static-comps or whiteboard **sketches**.

Talk about the **technical problems** you faced if you didn't find a solution.



KNOW YOUR AUDIENCE

It's important to give a **technical overview** of the solution but don't go too deep.

Do:

Make sure the judges **follow** your:

- *What.*
- *Why.*
- Wow.

Don't:

Use a lot of jargon.

Show **unnecessary** screens (login, splash, non-vital confirmation, etc.)

