DMIT 2027 Pitch Criteria – Due: Week 4 / 5

**Presentation Length: 10 minutes [5 mark penalty for <9 or >11]**

**Expectations:**

* PowerPoint, Prezi or other presentation software
  + Use the minimalist approach – less is more
  + Upload presentation or video to DMIT2027 Section SharePoint Dropbox
    - <https://naitca.sharepoint.com/_layouts/15/sharepoint.aspx>
    - Graphical user interface, text, application

      Description automatically generated
    - A screenshot of a computer

      Description automatically generated with medium confidence
    - A screenshot of a computer

      Description automatically generated with low confidence
    - Find your section OAXX
    - Upload your teams project pitch
    - A screenshot of a computer

      Description automatically generated with medium confidence
    - A picture containing graphical user interface

      Description automatically generated
    - Change the file to People with existing access
    - Copy the link to the presentation and submit to Moodle in a Word document for your team.
    - **Only one member from the team needs to submit**
* All team members to present a portion of the pitch
* Minimize reading from cue cards
* Evidence of company research and presentation rehearsal
* Sources cited on presentation final slide

**Professional Look**

* Look of presentation slides; spelling; grammar; consistency; busyness
* Dressy casual dress; no gum; no hats, jackets or other outer wear

**Introduction**

* Start out strong – articulate your focus; know your audience
* Hook your audience by stating the main thrust of your pitch.
* Find the WIIFM for your audience [What’s In It For Me]

**Content**

* Make key points and central issues clear and supported
* KISS – Keep It Simple – don’t get overly complicated
* Tell a story – no wimpy words [I think …, I believe …]
* Convince the audience there is a big enough opportunity in what you do so I should also be interested – answer: Why?, Why Now?, Why Me?

**Conclusion**

* Prepare audience for ending – aim for strong ending
* Reinforces central idea – advantage to client/audience
* Call to action by audience