

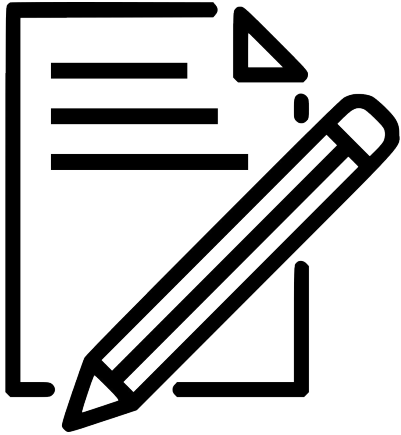
Wager

Michael Swart, Richard Bush, Tyler Kaye,
Will Chance

What are you interested in?

Traditional bookies offer odds on things like sports games, politics and other generic events

**With Wager, you can bet on
anything with anyone**



The score on a
midterm exam



A “friendly” game
of pool



The results of a
campus election

What else is out there? And why is ours better



What do they not have?

- Geolocation based betting

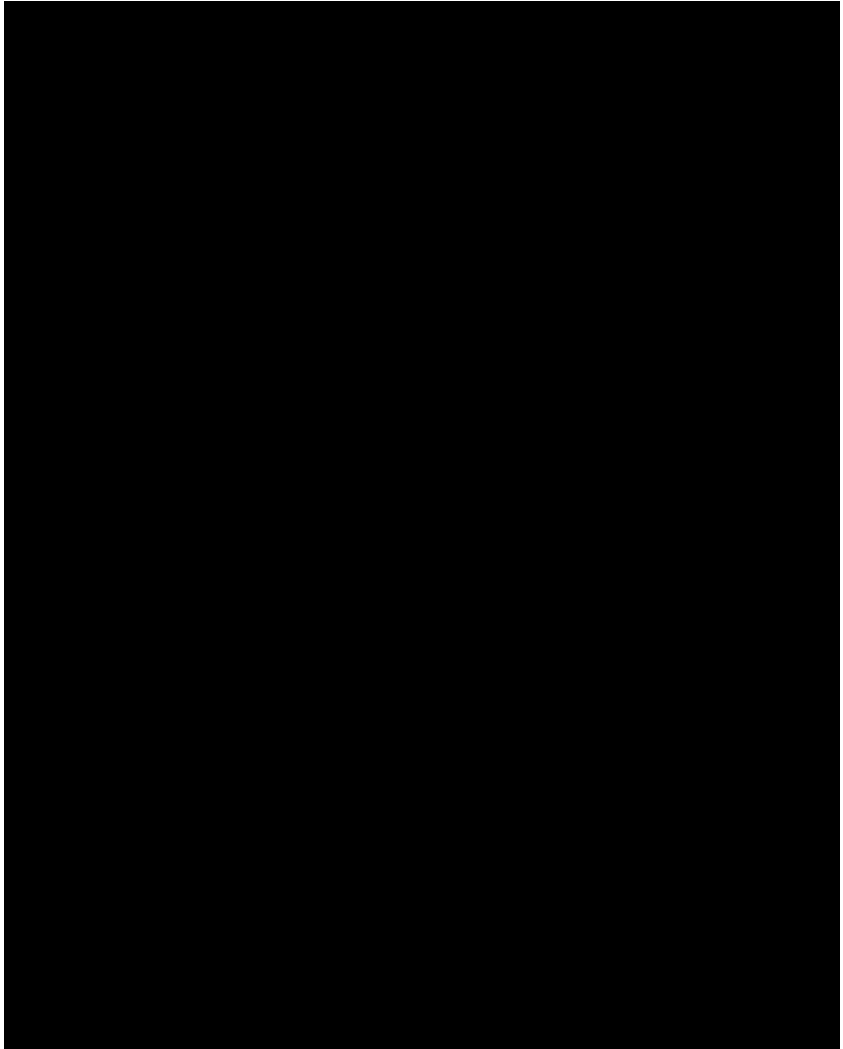
- Feed with complex filtering mechanisms

- Venmo integration

- ✓ Pose your own bets
- ✓ Find new wagers
- ✓ Keep track of your profits
- ✓ Be your own bookie

Let's get started!

Sign in / up





Filters

Filters allow users to see only the bets they are interested in.

➔ **Posed, Active, Completed**

View content based on where the bet is in its lifecycle

➔ **Channels**

Categories that make it easy to find the content that you are interested in

➔ **GeoLocation**

Find bets around you. Even specify the radius.

➔ **Friends**

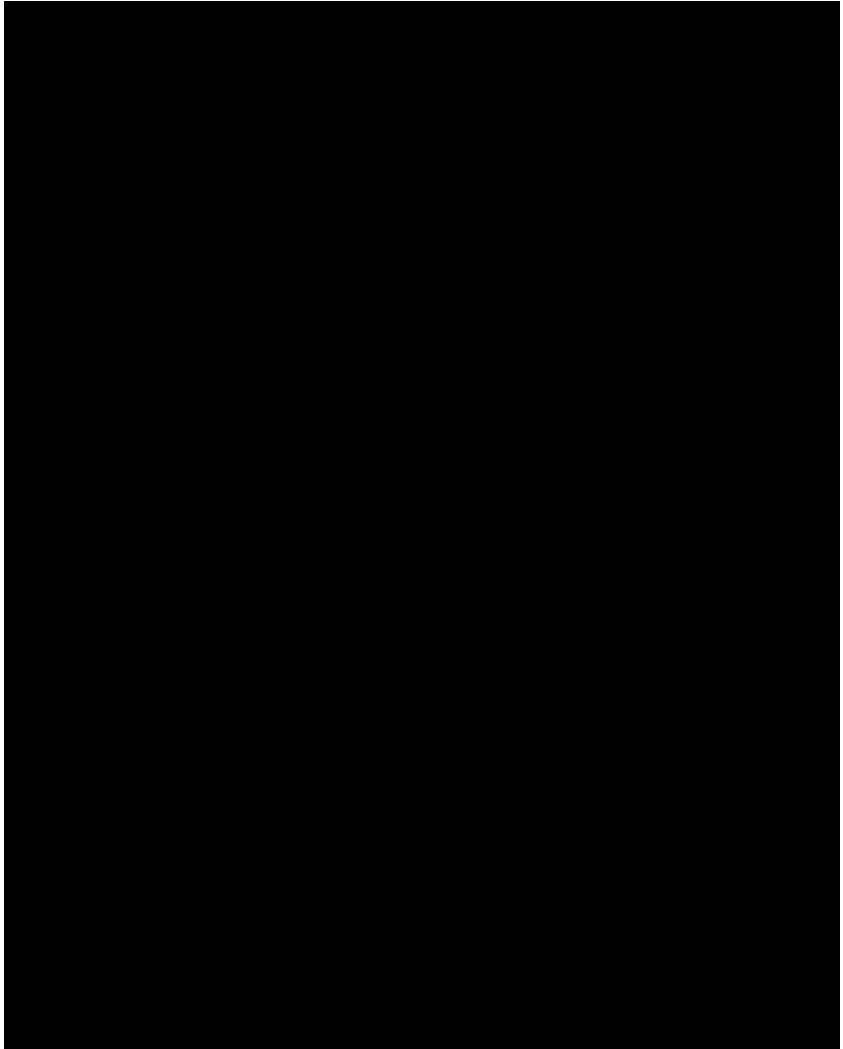
Find bets posted by your friends

Demonstrate
filtering and
check out the
bet view

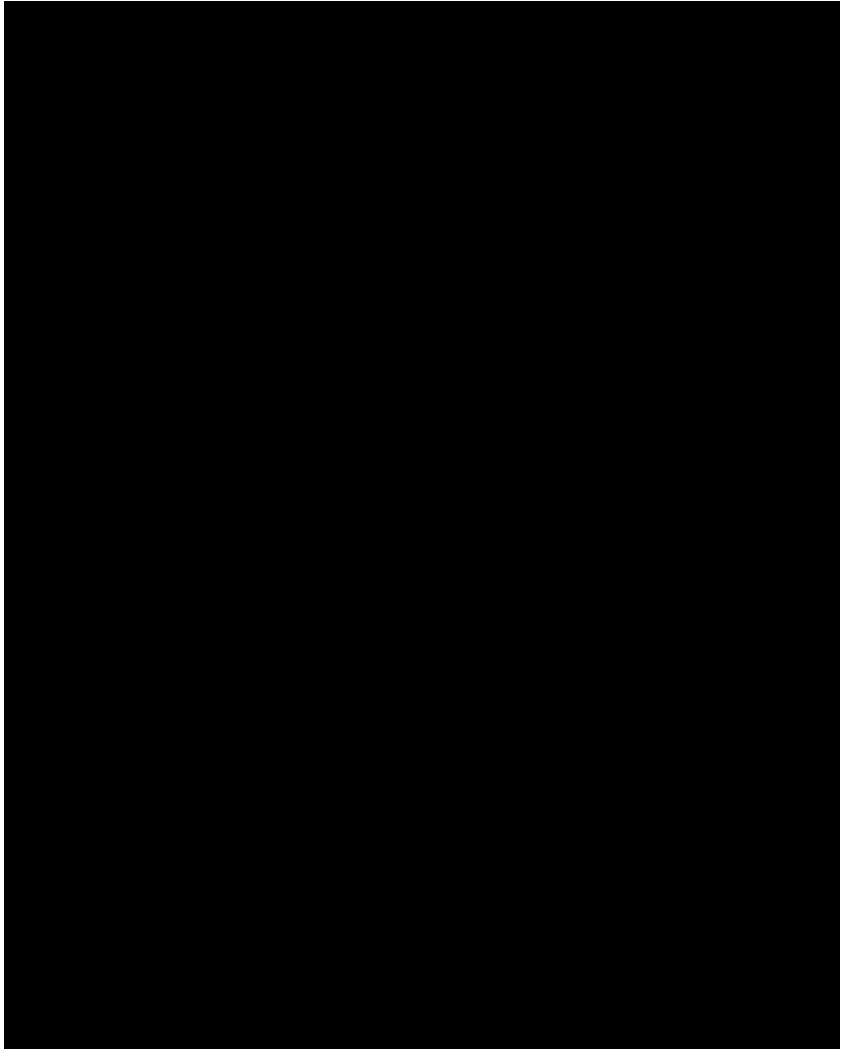
Browse through the bets
and take a side

Create your own bet

Full bet life
cycle

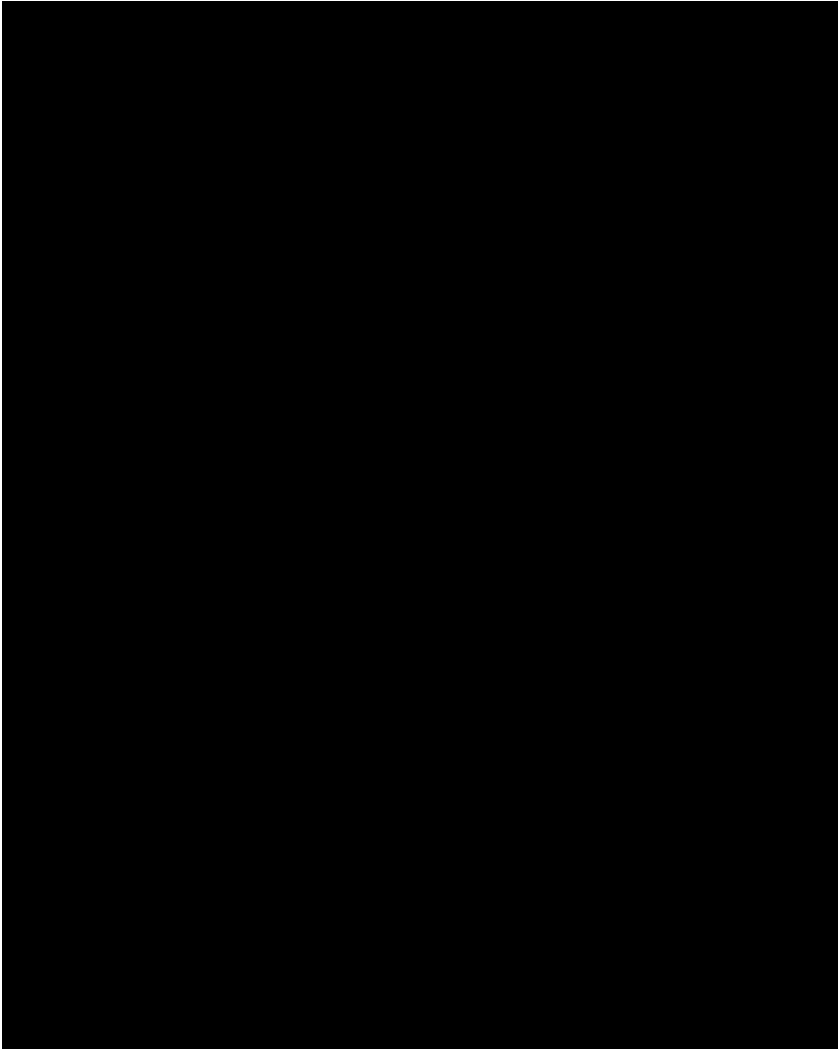


Show different
filters



Search for other users or
bets

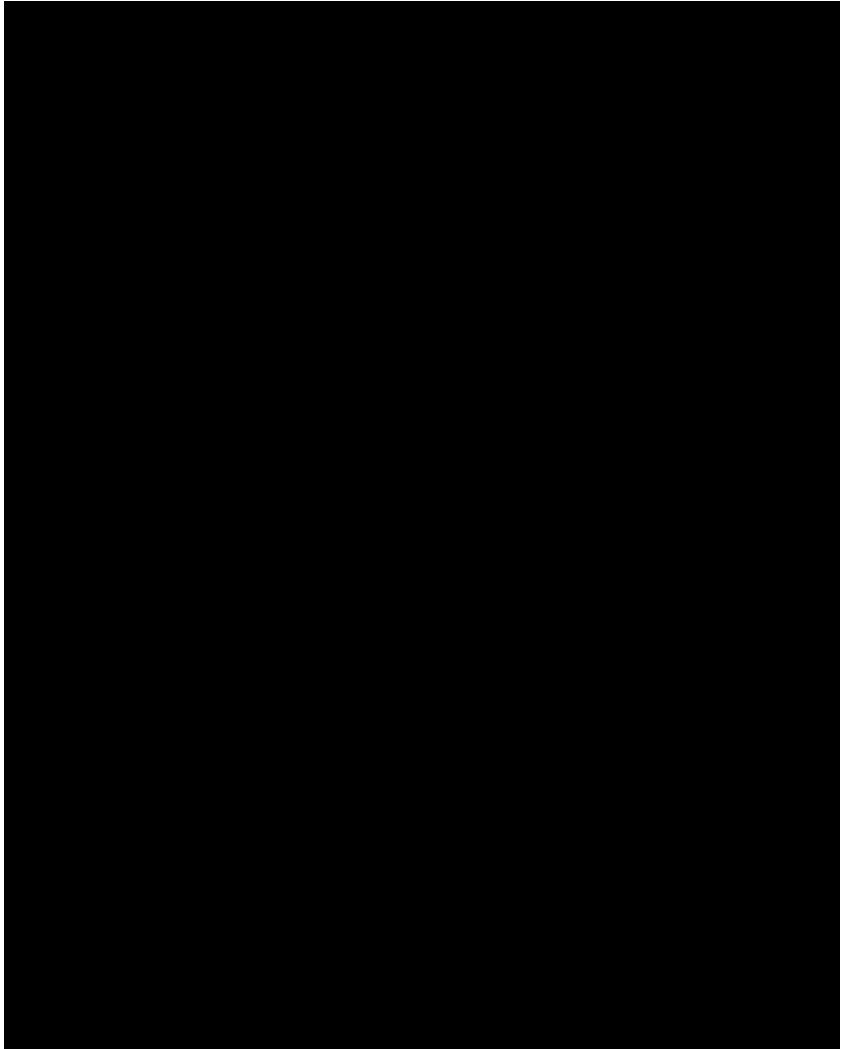
Search
controller



Other functionality:

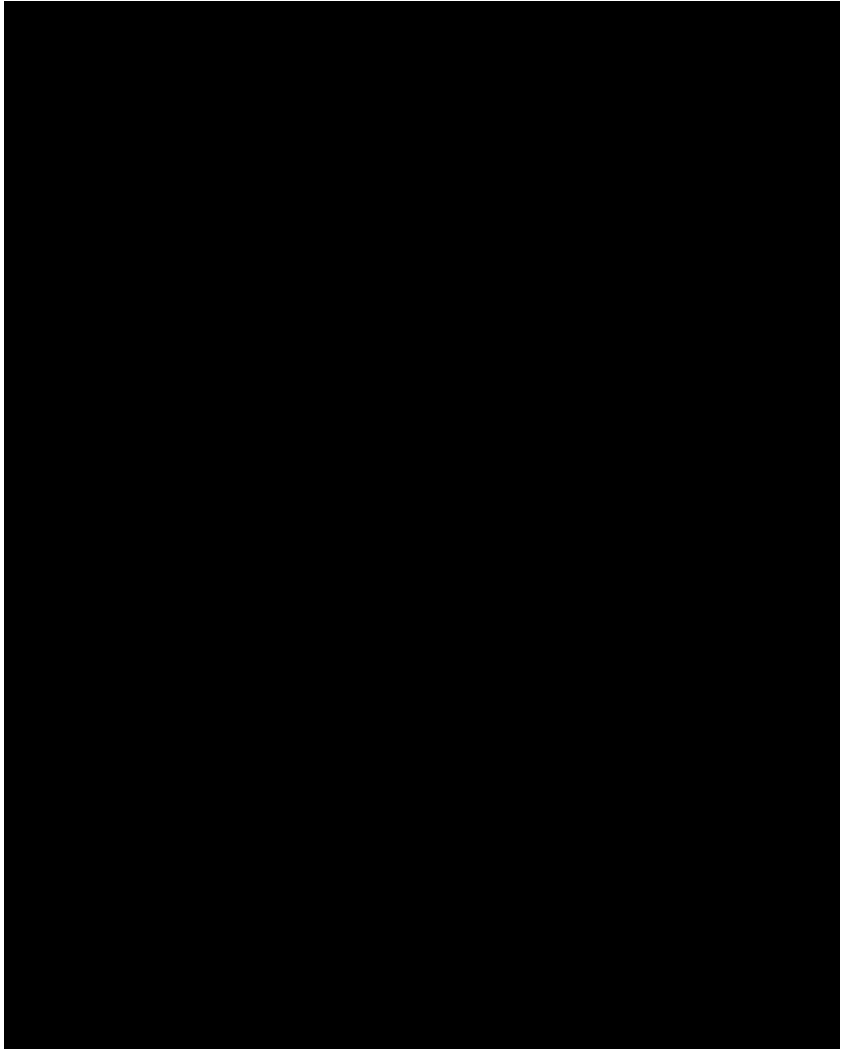
- Edit bets
- Edit profile
- Rating systems
- Arbitration
- Change profile photo

Search
controller



Search for other users or
bets

Search
controller



Add switching through
categories and completion
phases

What are the limits on what you
can bet on?

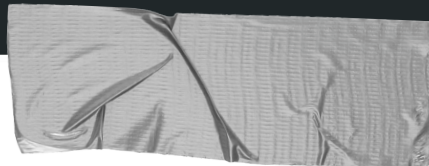
Nothing! With the help of
Wager, you can gamble on
anything.

Add video on bet
creation, mention
geoLocation tagging

Wager makes it fun to
challenge your friends... and
make some new ones!



Add video showing bet lifecycle



Bet Settlement

By the end of this section, your audience should be able to visualize:

→ **Bets are settled by users**

If both users agree on the outcome, the bet is settled. Otherwise, the bet undergoes arbitration

→ **Users have the option to pay with real money**

Users can also choose not to pay, but this will affect their rating.

Show payment with venmo, maybe
mention the url scheme



Tip

Tell the audience about the problem through a **story**, ideally a person.

Meet Alberto.

He recently moved from Spain to a small town in Northern Ireland.

He loved soccer, but feared he had no way to talk to a coach or teammates.

Meet Marcos.

He recently opened a camera shop near the Louvre in Paris.

Visitors to his store, mostly tourists, speak many different languages making anything beyond a simple transaction a challenge.

Story for illustration purposes only



Tip

If one example isn't sufficient to help people understand the breadth of your idea, pick a couple of examples.

A hand holding a smartphone, with a red and white background. The text is overlaid on the left side of the image.

A translation barrier
left Alberto feeling
lonely and hurt
Marco's business.



Tip

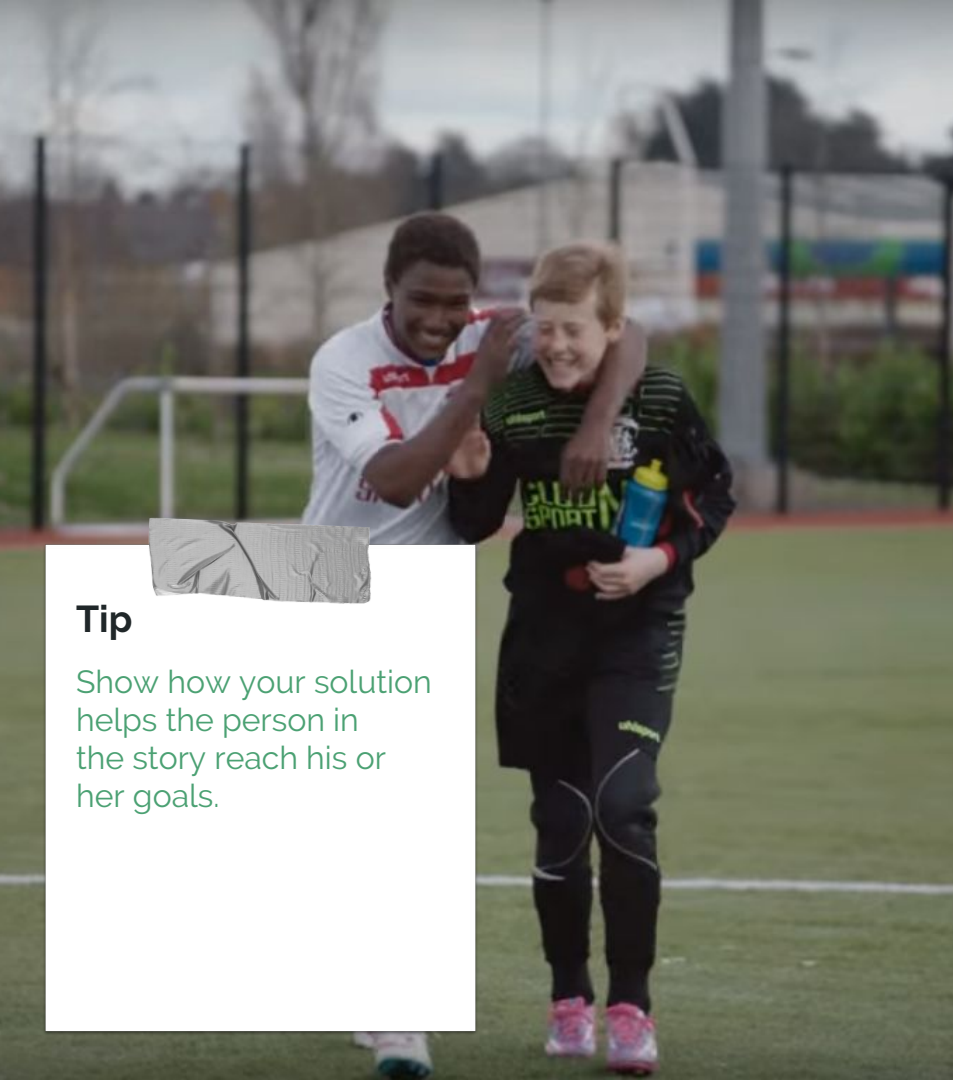
Ideally, speak of people in very different situations, but where each could benefit from your solution.

Then, Marcos discovered Google Translate

He has his visiting customers speak
their camera issues into the app.

He's able to give them a friendly,
personalized experience by
understanding exactly what they need.





Tip

Show how your solution helps the person in the story reach his or her goals.

A simple gesture

Coaches Gary and Glen knew no Spanish.

They used Google Translate to invite Alberto to join in... “Do you want to play?”... “Can you defend the left side?”

From outsider to star

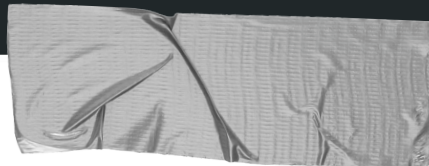
Alberto scored 30 goals in 21 games. He is now being scouted by several professional clubs in the Premier League. And he's a favorite of the other boys on the team.

[See a short video on Alberto's story](#)



Tip

Stories become more credible when they use concrete details such as the specific complex moves Alberto learned through Translate and his 30 goals in 21 games performance stats.



3. Examples

People need to understand how rare or frequent your examples are.

Pick 1 or 2 statistics and make them as concrete as possible. Stats are generally not sticky, but here are a few tactics:

→ **Relate**

Deliver data within the context of a story you've already told

→ **Compare**

Make big numbers digestible by putting them in the context of something familiar

It's no surprise Marcos uses Google Translate in his shop regularly.

There are 23
officially recognized
languages in the EU.

Source: [theguardian.com](https://www.theguardian.com)



Tip

Don't let data stand alone. Always relate it back to a story you've already told, in this case, Marco's shop.

More than 50 million Americans
travelled abroad in 2015

THAT'S MORE THAN THE
POPULATION OF
CALIFORNIA
AND
TEXAS COMBINED

Source: travel.trade.gov



Tip

When a number is too large or too small to easily comprehend, clarify it with a comparison to something familiar.



4. Closing

Build confidence around your product or idea by including at least one of the these slides:

→ **Milestones**

What has been accomplished and what might be left to tackle?

→ **Testimonials**

Who supports your idea (or doesn't)?

→ **What's next?**

How can the audience get involved or find out more?

Milestones

October 2014

Translate web pages with
Chrome extension

October 2015

Translate text within an app

2014

2015

August 2015

Translate conversations
through your Android
watch

November 2015

Translate written text from
English or German to Arabic
with the click of a camera

What people are saying

With this app, I'm
confident to plan a
trip to rural Vietnam

Wendy Writer, CA

Visual translation
feels like magic

Ronny Reader, NYC

, NYC

Quotes for illustration purposes only



Know a 2nd language?
Make Google Translate even
better by joining
the **community**.



Tip

Inspire your audience to act on the information they just learned.

Depending on your idea, this can be anything from downloading an app to joining an organization.



Good luck!

We hope you'll use these tips to go out and deliver a memorable pitch for your product or service!

For more (free) presentation tips relevant to other types of messages, go to heathbrothers.com/presentations

For more about making your ideas stick with others, check out our book!

