



2020 SmartSA Datathon

Pitch Prep

HOW WILL VIRTUAL PITCH DAY FLOW?

► WELCOMING REMARKS

► PITCHES

CIVTECH INTROS TEAM → PLAY VIDEO (5 min) → JUDGE Q&A (5 min)

► JUDGE DELIBERATION

► TOP 3 WINNERS ANNOUNCED + CROWD FAVORITE VOTING LIVE

► CLOSING REMARKS

WHAT'S IN A PITCH?

Pitch Parameters

- Videos will be a max 5 mins
- Teams can utilize any tech or means they'd like in order to record and edit their videos
- Videos must be in [format that can be uploaded to YouTube](#)-- please also keep in mind the size and compression of the video file
- Videos must be submitted directly to leslie@geekdom.com by 5:00 PM on Friday, July 17. As video files can be large, you can send via Dropbox, Cloud, etc.

Pitch Parts

- Intro
 - Your team name
 - 1-2 sentence summary of your project

- Why you were compelled to tackle this issue
- Problem setup
 - What is the focus of your solution? What problem is it addressing?
 - What data or metrics around the problem stood out to you when you decided to work on this problem?
- Solution
 - What your solution is
 - How it works/how end users would interact with it
 - Datasets and tools being used
 - Insights and their potential impact
- Outcomes
 - How would a SmartSA partner utilize this solution?
 - How could/would it be implemented?
 - What is the greater impact?

Link to 2019 Datathon pitch video here:

https://www.facebook.com/watch/live/?v=379490492677780&ref=watch_permalink

WHERE DO WE START?

Create a pitch outline

- Bullet point your key pitch ideas and information that needs to be shared
- Put it into a format that flows nicely and tells a complete narrative that someone with no context would understand

Fill in pitch script based on outline

- Begin filling in the pitch script based on the outline
- This can be verbatim or more detailed bullet points for the presenter(s)

PRO TIP

While using some technical language is good and necessary, make sure the overall narrative and points you are making are also easy for anyone in the audience to understand, even if they don't have a technical background

Insert visuals/demo into portions of the script

- Think about what images, demos, or other visuals would be helpful in telling specific parts of the narrative
- Match them to the most appropriate sections of the script

Execute!

WHAT ARE THE JUDGES LOOKING FOR?

Were challenge areas effectively addressed?

Affordability
Environmental Quality
Access to Services

Feasibility & Ease of implementation

How feasible/easy would it be for the SmartSA partners to implement or use your ideas within their organizations?

Is the idea, application, dashboard, model, etc. multidimensional that could grow or shift with changing community and SmartSA partner needs?

How compelling?

Is the solution visually compelling, easy to understand/use, and or engaging?
Would potential users want to interact with the product?

How insightful?

What insightful or compelling information can be learned and or used be a SmartSA partner(s) within a specific challenge area?
How impactful, critical, or useful could it be?

How innovative?

How innovative was their idea or solution?

Community Value?

Is this project something that is open to the public and/or community?
Is the value or importance of the idea clear and evident?
What is the longevity of the idea or project?

Quality of presentation

Was it engaging and creative?
Did the solution come across clearly?