Pitch presentation

Objective

You are to prepare a "pitch": a talk describing WHAT your project is about and WHY it is important and worth doing. You are then to present your pitch in front of the Masters of Commercialisation & Innovation class and teachers.

Deliverables

You will deliver a ten minute talk (plus five minutes for questions) in the fourth week of semester. At the start of week 4, you will need to submit the slides or notes for your talk via MyUni.

For remote students: you also need to submit your slides at the start of week 4 on MyUni. Instead of a face to face presentation, you will need to prepare a video of your presentation and host it in a location we can access, by the end of week 4. Your video will need to include each group member. Each member must be visible when they are speaking, along with the slides (much like a standard presentation). We suggest using Zoom for this, but you're free to use another application if it is more convenient for you.

Updated arrangements for Adelaide based students (19 March 2020):

You will also need to prepare a video of your group presentation, rather presenting face to face. Your video should:

- be maximum 10 minutes duration
- include all group members
- clearly identify your team name, project name and supervisor
- clearly identify each member of the group (introduce yourself when you speak for the first time)
- clearly show the slides to which you are speaking
- be uploaded to YouTube, making sure it is accessible to us

I would suggest you record it as a Zoom meeting as this supports screen sharing and local video recording. However if you'd rather use another program that is fine, so long as the video fits the criteria above.

Description

This is your first assessed activity in the course. The most important thing is to introduce your project to your audience, who will be seeing it for the first time. You should aim for a concise, clear and accessible (easy to understand) presentation: you should not go into excessive detail (several of the other assessed activities will provide scope for detail). It is a good idea to make use of examples and (where appropriate) diagrams in your presentation. Stay focused on the criteria (WHAT and WHY) described in the objective: what problem will your project solve and why does that problem need to be solved?

You should send a draft of your presentation slides to your client at least a day before submitting them, so that he or she can provide you with feedback. If your are using PowerPoint , your draft should be your slides and any supporting materials. If you are presenting without PowerPoint (or equivalent), your draft should be typed notes of what you are going to say (and do, if you intend to use the whiteboard) and sketches of any diagrams you intend to draw.

You should also practice your presentation: get together in groups of at least three students and present your work. The Software Engineering Meeting Room can be booked at the School Front Office for this purpose. For each presentation, one member of the audience should keep track of time; not just the overall length of the presentation, but also the time at which you start each slide (if you are using PowerPoint or equivalent), so you know where you are taking too long or going to quickly. Aside from the timekeeper, the audience in these practice sessions should concentrate on presentation style rather than content: how effectively you are communicating rather than what you are communicating. After each practice presentation, the audience should indicate both good points and things in need of improvement.

Ethics

Remember you have to deliver what you promise in your pitch, or else renegotiate it later (which will cost time, at the very least).

Assessment

This presentation is worth 10% of the marks for the course. 50% of those marks will be awarded for content (i.e. the extent to which you addressed the objectives). The remaining 50% of the marks for this assessment activity will be for presentation style, including how effective you are at communicating and the ability to keep to the time limit.