

### THIS WEEK YOU WILL...

- Write a closing statement that sums up key sustainable features of your business.
- Develop a coherent narrative to present your business idea.

## INTRODUCTION

Over the past 7 weeks, you've explored the commercial, environmental and social sides of entrepreneurship, while you develop your own business idea. This week, we'll prepare a closing statement for your PowerPoint presentation, looking back at the question of Sustainability, which lies at the very heart of this year's challenge. *How do the various aspects of your business add up to create sustainable outcomes for Aboriginal and Torres Strait Islander communities in regional, rural or remote Australia?*

## ACTIVITY 1 - CRAFT YOUR CLOSING STATEMENT

A great presentation ends up with a compelling closing statement. A closing statement takes key messages that are spread through your presentation (the top 2 or 3 messages only), and binds them together in a single, memorable sentence. The goal is to stick those messages to the mind of your audience like a catchy song.

Since this year's Challenge was "*can you building a **sustainable** business that could be operated by **Aboriginal and Torres Strait Islander** communities from regional, remote or rural areas?*", your final statement should provide an unbeatable, resounding answer to that question. Let's get writing.

### CRAFT YOUR STATEMENT

- Gather the team together, and ask yourselves:
  - What are the most outstanding/unique features of our product/service?
  - What are its most salient 'sustainable' features?
  - What makes it a great fit for Aboriginal and Torres Strait Islander communities?
  - Why is it suitable to be run in regional, remote or rural areas?

- From your answers to these questions, choose only 2 or 3 features to include in your final statement. Be as specific as possible about these features (e.g. instead of "we will improve our environment", go for "we will plant new forests").  
Our chosen 2-3 features are:
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_.
- Now draft your statement! In a piece of paper, write the following:
  1. Signal to your audience that the presentation is coming to an end. For example:  
***"To conclude..." OR "To close..."***.
  2. Re-state the Challenge you were given. For example:  
***"We were asked to create a sustainable business for Aboriginal and Torres Strait Islander communities. Well, this is how 'Adopt-A-Tree' delivers on that promise..."***.
  3. Hammer in your chosen key product features in a single sentence. For example:  
***"We plant new trees in endangered habitats, we offer unique gifts for environmentally-conscious buyers, and every new 100 subscriptions create a new local job for an ATSI green champion"***.
  4. Conclude with a smile:  
***"Thank you"***.

## CREATE A SLIDE FOR YOUR CLOSING STATEMENT

- Open your PowerPoint presentation.
- Add a new slide right after the one titled "Our Social Action Plan".
- Choose the Layout 'Blank'.
- Click on 'Insert', then on 'Pictures', then on 'Picture from file...'. Browse for the last slogan/logo image you created for your product on [www.canva.com](https://www.canva.com). Place it right in the middle of your slide. If necessary, re-size it to occupy a good two-thirds of the slide. This is the image the audience will see while you deliver your closing statement.
- In the notes space at the bottom of the window (where it says "Click to add notes"), copy the closing statement you crafted earlier. Paste the entire message, from "To conclude..." all the way to "Thank you".

## CREATE YOUR FINAL SLIDE

- In Week 1, you created a final slide that says 'Thank you'. Go to that slide. Choose the Layout 'Title Slide'. This is what judges will read as you walk out of the stage.
- Paste the "Thank you" into the top section (with the big font).
- In the lower section, write the following, each in a single line:
  1. The names of all team members
  2. The name of your School (Your City/Town in brackets).
  3. The year.

## ACTIVITY 2 - SIGNPOST YOUR PRESENTATION

This activity is about ensuring your presentation has a clear structure and narrative. To this point, your presentation should include the following sections:

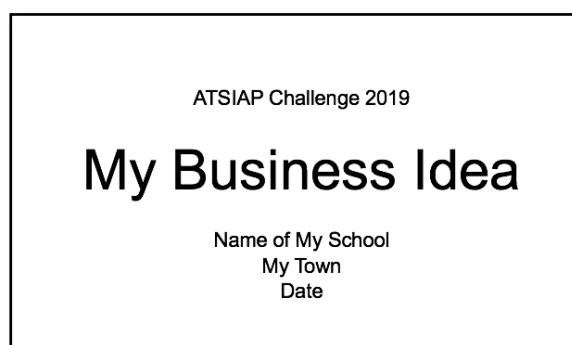
- Opening (from Week 1)
- Team (Week 1)
- Original Business Idea (Week 2)
- Improved Business Idea (Week 4)
- Market (Week 4)
- Environmental video (Week 6)
- Social Action Plan (Week 7)
- Closing statement (Week 8)
- Thank you (Weeks 1 & 8)

### ADD SOME STRUCTURE

A great presentation lets the audience know what they're in for, right from the get-go. In our case, the presentation is about **a sustainable business idea**, and it's structured around the three big components of sustainability: **commercial**, **environmental** and **social**.

Our next goal is to ensure this structure is laid out clearly for the audience. We'll achieve this by adding a **clear title**, a **table of contents**, and **separators**. Follow the instructions below.




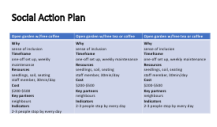

- **Add a title:**
  - In the Opening slide, insert a new line between 'ATSIAP Challenge 2019' and the name of your School. In this new line, type the name of your business idea.
  - Adjust font sizes so that: (1) your business idea is significantly larger than the rest, and; (2) all other text has the same font size. See the example:



- **Add a table of contents:**
  - Right after your 'Team' slide, create a new slide, and choose the Layout 'Title and Content'.
  - In the title section, type 'Contents' or similar. In the lower frame, type in the three sections of your presentation. See the example below.

Contents
<ul style="list-style-type: none"> <li>• Product and Market</li> <li>• Caring for the environment</li> <li>• Our Social Plan</li> </ul>

- The specific titles you give to each section are up to you, as long as they make clear what each section is about (commercial, environmental, social).
- **Add separators:**
  - Insert a new slide before 'Original Idea'. Choose the Layout 'Section Header'
  - In the upper section, type the title you gave to your commercial section in the contents slide (e.g. 'Product and Market').
  - Insert a new slide before the environmental video. Choose the Layout 'Section Header' again, and type in the title for the environmental section.
  - Lastly, insert a new slide before your 'Social Action Plan' slide, choose the Layout 'Section Header', and type in the corresponding title.
  - The structure of your presentation should now be very clear. See the example.

SECTION	SLIDES
Intro (30 seconds)	<div> <div> <p>ATSAP Challenge 2019</p> <p>My Business Idea</p> <p>Name of My School</p> <p>My Team</p> <p>Date</p> </div> <div> <p>Team</p> <ul style="list-style-type: none"> <li>• Team member 1</li> <li>• Team member 2</li> <li>• Team member 3</li> </ul> </div> <div> <p>Contents</p> <ul style="list-style-type: none"> <li>• Product and Market</li> <li>• Caring for the environment</li> <li>• Our Social Plan</li> </ul> </div> </div>
	<div> <div> <p>Product and Market</p> </div> <div> <p>Original Idea</p> <p>We sell _____</p> <p>to _____</p>  </div> <div> <p>Improved Idea</p> <p>We sell _____</p> <p>to _____</p>  </div> <div> <p>Market</p> <ul style="list-style-type: none"> <li>• 20K/wk buyers in Australia.</li> <li>• 5x globally.</li> <li>• \$10 revenue per sale</li> <li>• Increasing demand for tomato soup</li> </ul> </div> </div>
Environmental (2 minutes)	<div> <p>Caring for the Environment</p>  </div>
Social (1 minute)	<div> <p>Our Social Plan</p> <p>Social Action Plan</p>  </div>
Closing statement (30 seconds)	<div>  </div> <div> <p>Thank you</p> <p>Like Singapore, One Local, Better Tomorrow, Jay Lim, School of Random Names 2020</p> </div>

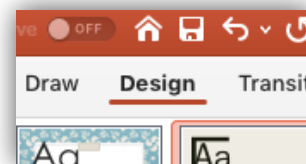
## ACTIVITY 3 - ADD COLOUR!

In this last step, we add the finishing touches to your slides and speech.


### CHOOSE A THEME

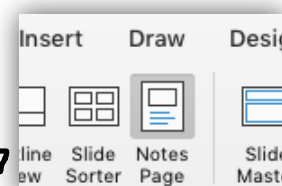
- In PowerPoint, click on 'Design', near the top left of the screen.
- A bunch of design themes will now appear for you to choose from. Click on different themes to see what they look like.
- I strongly suggest that you choose a theme with a plain, soft background, such as 'Parcel', 'Crop' or 'Organic'. You can read the name of each theme by hovering the mouse cursor over it.

(**Important:** Dark, bright-coloured or busy backgrounds take viewers' attention away from your contents/speech and might even be hard to read).



### POLISH YOUR SPEECH

- Your slides are ready. Let's make sure your speech is too.
- Click on 'View', then on 'Notes Page'. 
- This view shows each slide on a separate page, along with any notes you have added (at the bottom of the page). You can edit the notes here too.
- Take some time to draft the words you will be saying during your presentation. Scroll up and down with your mouse, or the keyboard arrows to change pages.
- As you did with the video, choose **simple words** and **short sentences**. Use language that will sound natural in a conversation, as opposed to academic or technical.
- For each section (i.e. introduction, social), take note of how long it takes to say the words. Below is a guideline for the duration of each section:



Section	Total Duration	Slides	Purpose (To tell the audience...)
Introduction	30 seconds	Opening, Team, Contents	Who you are What you will present
Commercial	1 minute	Separator, Original Idea, Improved Idea, Market	How your validation and market research back your product
Environmental	2 minutes	Separator, Video	How your business cares for the environment
Social	1 minute	Separator, Social Plan	How your business cares for ATSIAP communities
Closing statement	30 seconds	Closing statement	A summary of the key messages
Thank you	Does not count	Thank you slide	Thanks... as you leave the stage 😊

That's your presentation ready. Don't forget to save your changes!

See you again in Week 9!