

Present Like Steve Jobs (Presentation 2)

When: Week 8

Instructions for Students

1. Presentation Style

- You are required to deliver your presentation in the “Steve Jobs Style.”
- A snapshot explaining Steve Jobs’ presentation techniques is attached for reference.
- A simplified guide to Steve Jobs’ style is also attached for your ease.

2. Choosing a Topic

- A Steve Jobs-style presentation is not suited for every topic.
- It works best for introducing a new idea, perspective, or solution to a problem.
- For this presentation, you need to:
 1. **Identify a problem** (big or small) in daily life, our university, our city, or the world.
 2. **Design** a product, service, or solution that addresses this problem.
 3. Your presentation will act as the **“launch”** of your innovative solution.
 4. For reference, watch his video on the launch of the Iphone.

Important Clarification:

- This is not an elevator pitch.
- You are presenting a product that has already been launched.
- Focus on:
 - How the product works
 - Its unique features
 - Its benefits
 - Its real-world impactThink of this as showcasing a complete product, not just pitching an idea.

3. Pair Work

- This is a pair presentation.
- Each pair will present for **2:50 – 3:00 minutes**.

4. Slides

- The number of slides is flexible. Use as many (or as few) as needed to fit within the 3-minute limit.
- Keep slides minimal, clean, and impactful (Steve Jobs style).
- Upload your slides to the GCR portal.

5. Preparation

- Announcement is being made today so you can start preparing immediately.
- You will also get 35 minutes in the lab for final preparation.
- Bring your laptops for the lab session.

6. Dress Code (Mandatory)

Dress up in the Steve Jobs minimalist style:

Black shirt or black shalwar kameez
Blue jeans
Overall look: professional yet casual

7. Evaluation

This presentation (CLO 3) carries 110 marks. You will be evaluated as a pair according to the attached rubric.