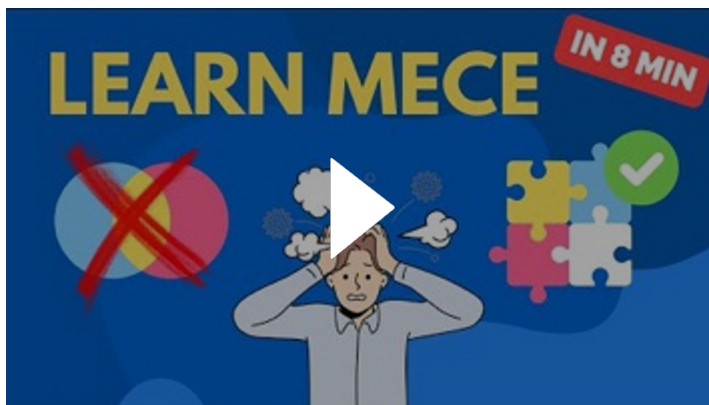


Lec 5

Thursday, 10 October 2024 19:10

1. Good to provide which business profit your solution will bring to company
2. Don't make analysis report too heavy
3. Target good enough
4. Target key audience
5. Usually two kinds of pitches are being prepared: technical-analytical and business oriented.
6. Business usually shows what we are achieving - return of investments, proof of value and etc.
7. Technical - how we are achieving. What resources are required to deploy model, what is bandwidth of our pipeline and etc
8. On average person take up no more than 3 concepts at once. Ofcourse mephi students can understand more:)
9. Images and plots should show something and be useful. But if you are on some show event, that's fine to paste some picture to grab attention
10. Give recommendations for what to use your solution for business dudes and how to use and maintain for technical fellas
11. Some tips:
12. Visualization is good, less text.
13. Be MECE(what in the hell is that lol)
14. [Learn MECE in 8 Minutes](#) | [5 Easy Ways to be MECE](#)



15. Don't make audience think a lot. Combine ideas for them.
16. Discovery phase is also very important. Showing your discovery phase gives audience more context and understanding of what how and why this project exists in the form it exists.
17. Explain obvious things. They may be not obvious at all for listeners. Also it can lead to other conclusions, that you haven't noticed before.
18. Measure and quantify the benefits. Not "it's freaking good project", but "it will bring your company this amount of clients and that amount of money in next period"
19. Sometimes repeat things several times, cause someone may not have caught your idea at first time
20. No tables pls, visualize them if they are not convenient to read