

CS 59867 - Senior Design II  
City College Fall 2022

**Week 13:**  
**PITCHES/LIGHTNING TALKS**

image from [DALL-E](#)  
"steampunk teddy bears reading"



## ⚡ short project talk!

- 7 minutes, MAX! ⏰❌ 4-5 minutes = ideal!
- New audience, persuasive
  - Room full of people who *have not* followed project's journey
  - Imagine: recruiting a team, get "green light" ●
- Visual aid made for short talk: a few key slides
- 2 frameworks for examples here:
  - Pitches
  - Lightning talks

## pitches

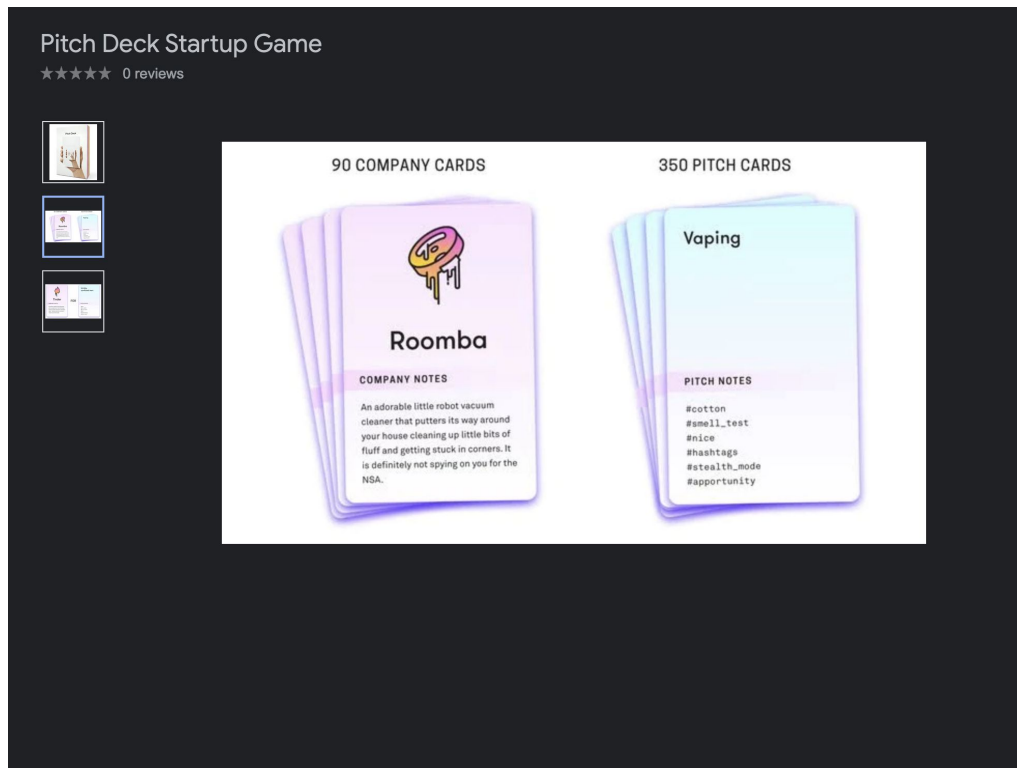
- Typically 5-7 min. to “pitch” your idea
  - Startup, funding, VC, competitions
  - Hackathons
- Focus on story over detail - big picture
- Familiar format:
- intro -> problem -> solution -> validation -> team -> needs, “the ask”
- Simplicity: visually and aural content

## pitches: examples

- [Airbnb](#)
- [Dropbox](#)
- [Oscar](#)
- [Spotify](#)
- [mySQL](#)
- Video: [DoorDash](#) / [Coinbase](#)

# ⚡ pitches: issues?

- “The Uber of [BLANK]”
- <http://powerslides.glitch.me>
- Reinforces forms, desires, expectations of a very specific group
- Fine line: oversimplification, scalability, \$\$ first questions later ... “do no harm”
- Aesthetics: pitch and powerPoint as **form**



## lightning talk



- science & software communication, conferences
- know your audience: versed in the field but not in your work
- **choose** what to share carefully, telling a story still helps
- Simple slides and visuals to help with that story
- Example: [!!Con](https://www.youtube.com/watch?v=m3JbmBxKPBY&t=1361s) (tend to be longer),  
<https://www.youtube.com/watch?v=m3JbmBxKPBY&t=1361s>



## YOUR talk

- Find a hook, and tell us what your project is, as if we are hearing it for the first time
- Tell us who you are
- Tell us how it works, and a little about how you made it
- Tell us why you built this project (who is it for? Could bring in some user validation from last semester or now ...)
- Tell us what you see for the potential future of this project, hopes/extensions
- Give us simple visuals to guide us through the talk

## YOUR talk: tips

- Speak to the room! Engage us
- Shorter time != just talking faster, pace yourself
- Have fun, celebrate your project
- You do **NOT** have to include a **demo** in your presentation itself ...  
- PRACTICE



## YOUR talk: workshop

- Pairs
- Brainstorm just a hook and 1-sentence introduction to your tool/project
- Deliver the mini-speech to each other, then the class