

Checklist for Presentation

Tip! It's all about people.

- Intro
 - Memorable Opening statement – your **Why** (Make it a Bold Statement)
Share your objective. Say what you are doing and what did you develop in 1 sentence.
 - Team – your **Who** (introduce here or at the end)
- Argument – your **What**
Problem – Pathway - Solution
or
Problem- Reasoning- Solution
Problem definition: 2-3 sentences, down to earth, no buzz words and create empathy. This means share who you are and why and who are you solving the problem for – people (not a data point or a statistical population, these are individual people that have a family, friends, plants, pets...).
- **How?** – Share your Magic with us
- Memorable Closing: Finish with a strong statement (e.g. reframe the solution to a closing statement)

Some takeaways:

- Tell a Story that can engage your audience and capture attention
- Share your Journey
- Use simulation or demo only if its solid and will not crash
- Do your homework and know your judges
- Keep it:
 - Significant
 - why does it matter?
 - what do I want them to do?
 - how do I grab their attention?
 -
 - Structure
 - Convincing
 - Memorable
 - Simple
 - 1 point per slide
 - Clear
 - Clean
 - Authentic
 - Focused
 - Meaningful
 - Scalable
 - Creative
 - Responsible
 - Do not forget to rehearse.

