How to pitch

Pitch

- Goal = Overwhelm the jury
  - 8 – 10 minutes

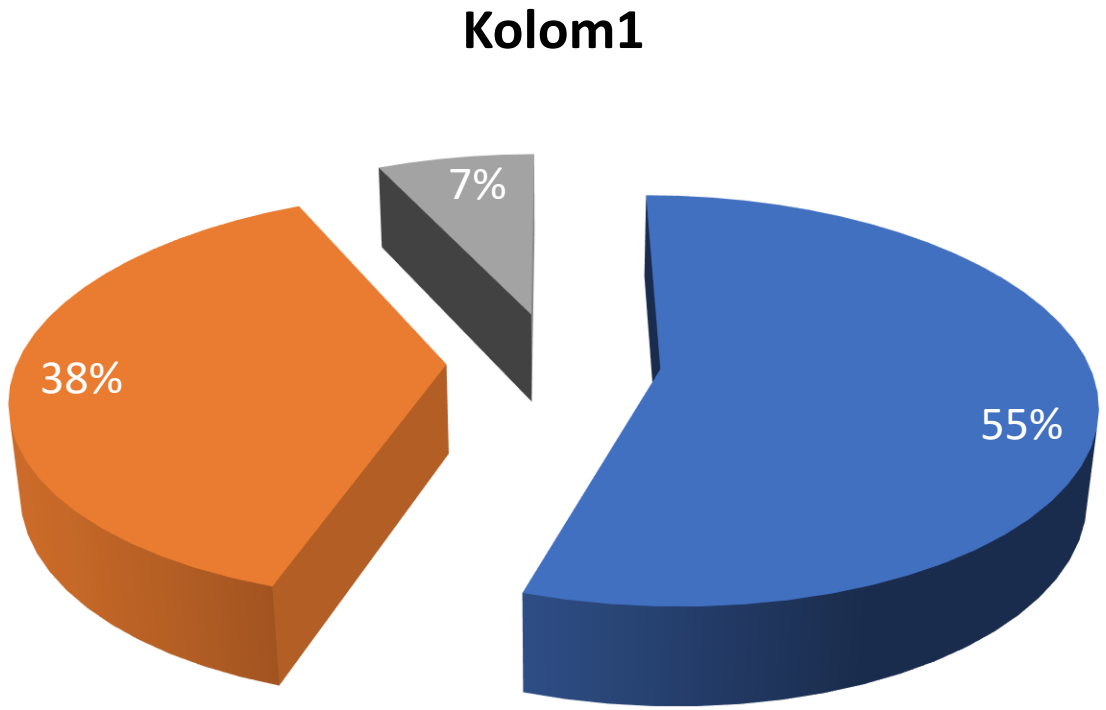
Circle of impact for presentations

(Albert Mehrabian, MIT)

Voice 38%

Content 7%

Body Language 55%

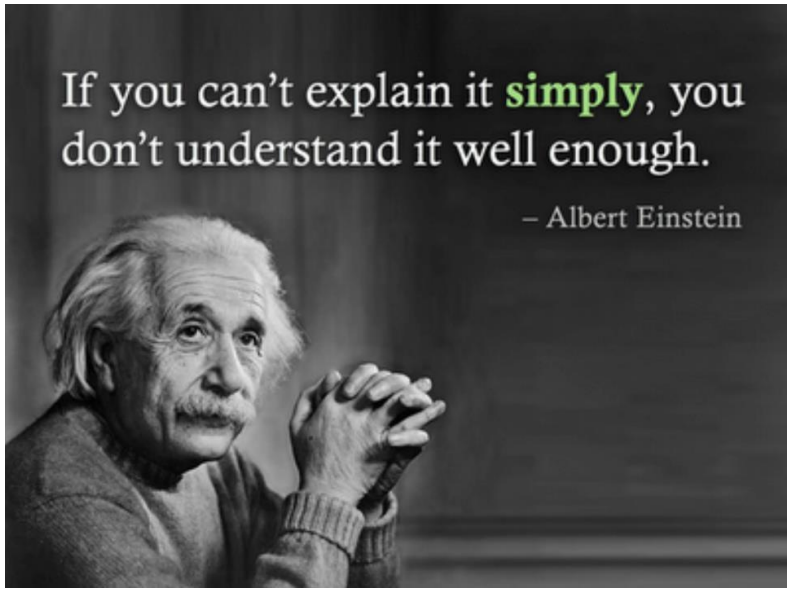


How to sound smart …

How to start?

- Who is the jury
  - What's their goal?
- What is your goal?

The actual instantation of the idea can vary dramatically over time based on the learning that happens along the way



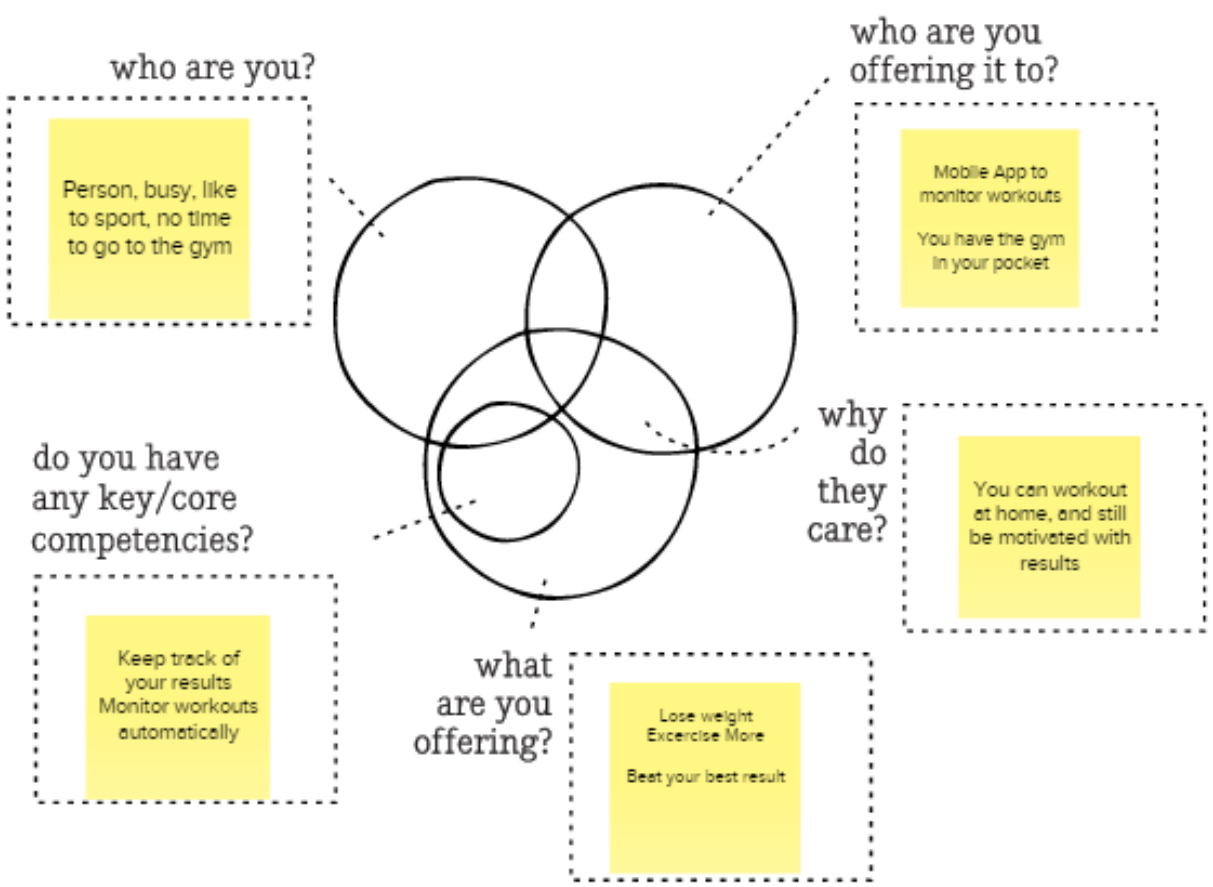
Storytelling: the power of a good story

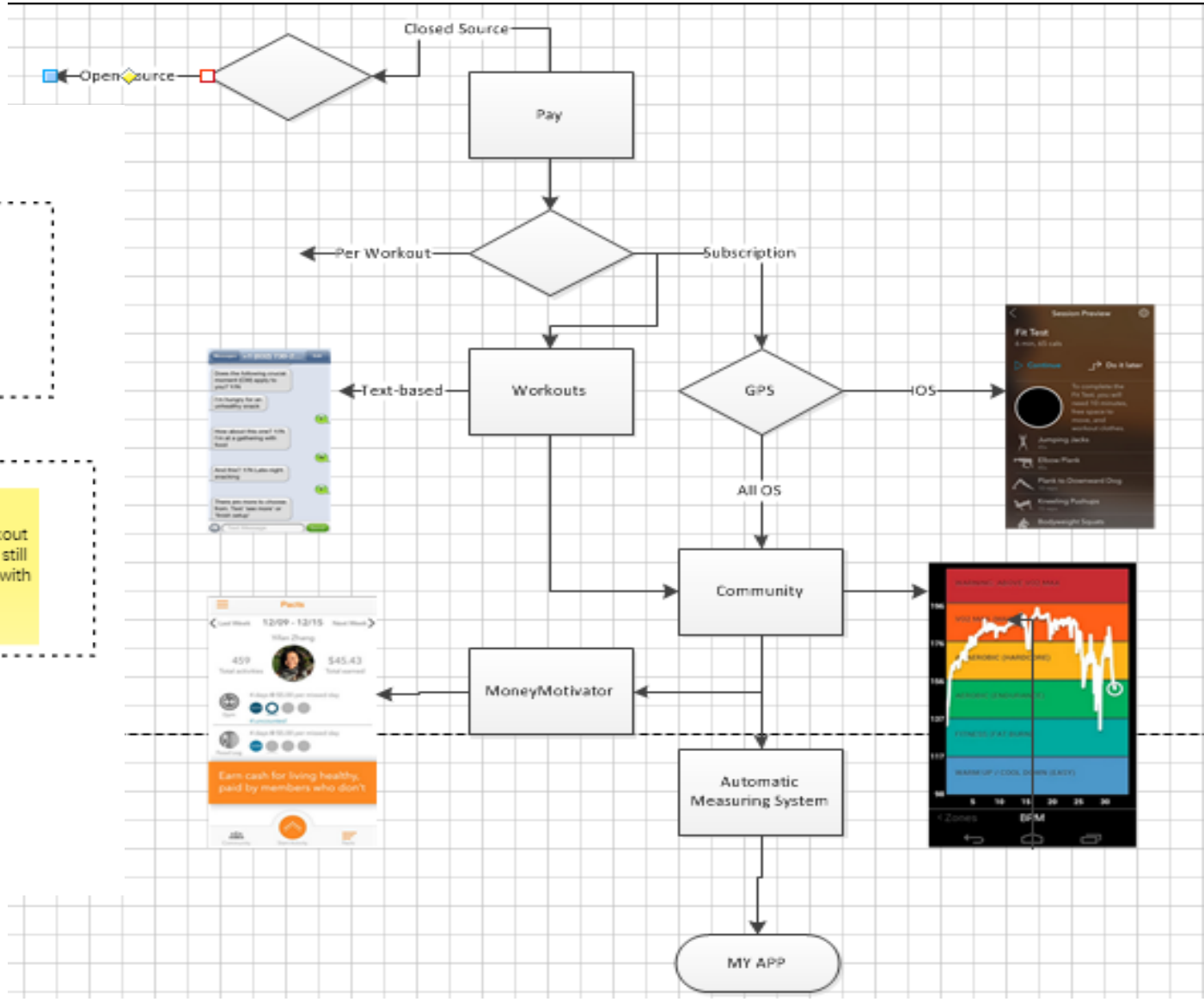
Tips!

- Don’t start with your powerpoint!
  - First finish your story!
- Text or Images ?
- Graphs or numbers ?

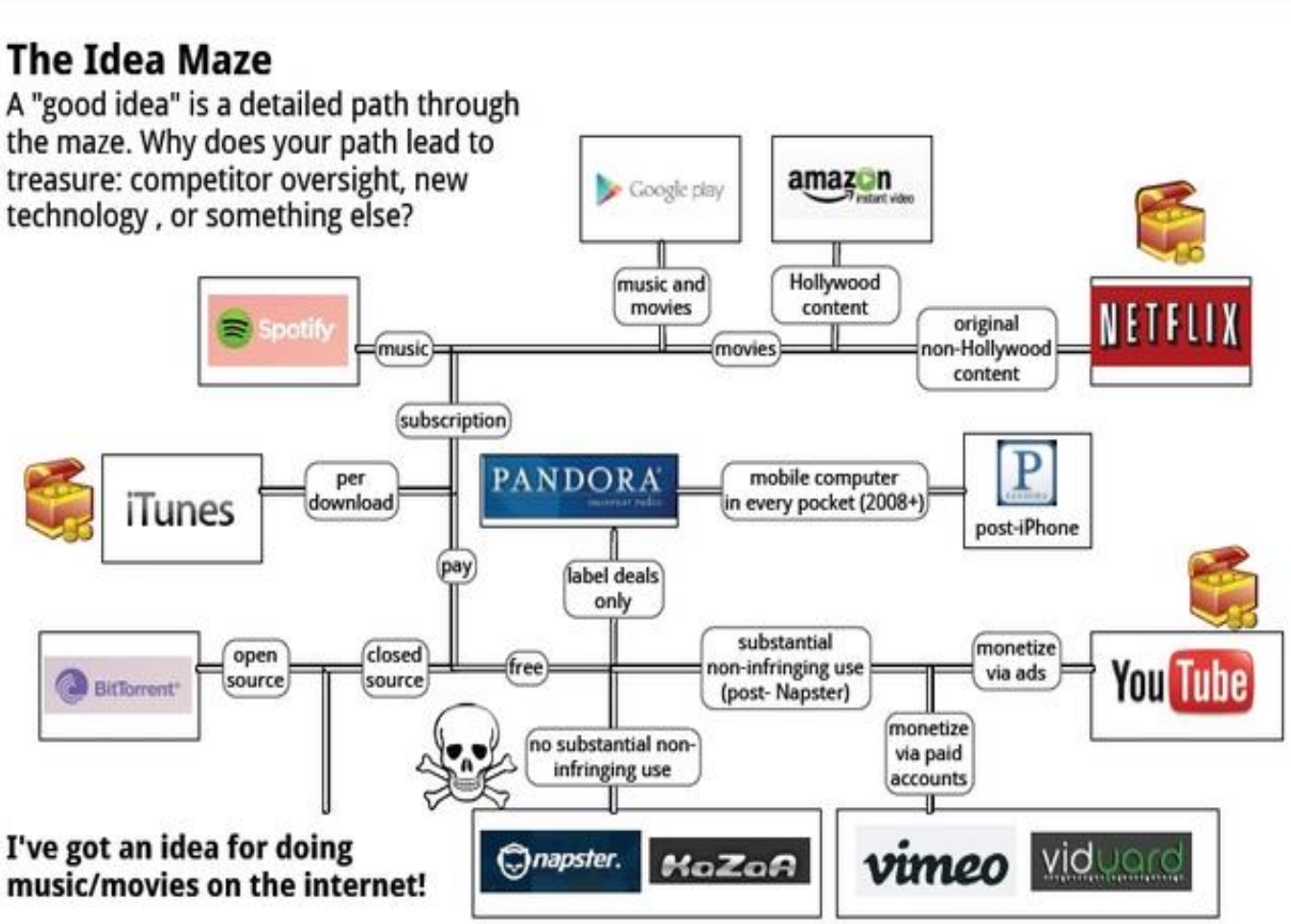
- Be creative!
- What’s your goal?
- Be enthousiastic!

The Idea Maze





Development of an idea?



HAVING AN IDEA?

- 1) **History**. If your idea has been tried before (and almost all good ideas have), you should figure out what the previous attempts did right and wrong. A lot of this knowledge exists only in the brains of practitioners.
- 2) **Direct experience**. A lot of good startup founders figure out the maze through direct experience, often at work.

Strategy Plan

- What do you want to get out of the app?
- Who are your users?
- What do your users want?
- What experience are we trying to provide?

- An x% increase in the number of visitors.
- Increase our visibility
- Sell our top 20 prodcucts to a wider market
-new technology experience

- Get as specific as possible
Good: 18-24 year old males in uvban areas of Europe with shoe size 44 and up
- Not good: young people with fashion sense

- Simple, straight forward, cheerfull and peppy,…

Be entertained, share photos,stories
- When does the store open and where are they exactly, and guide me to the store
- Give me extra info when I 'm into a specific building (museum,..)

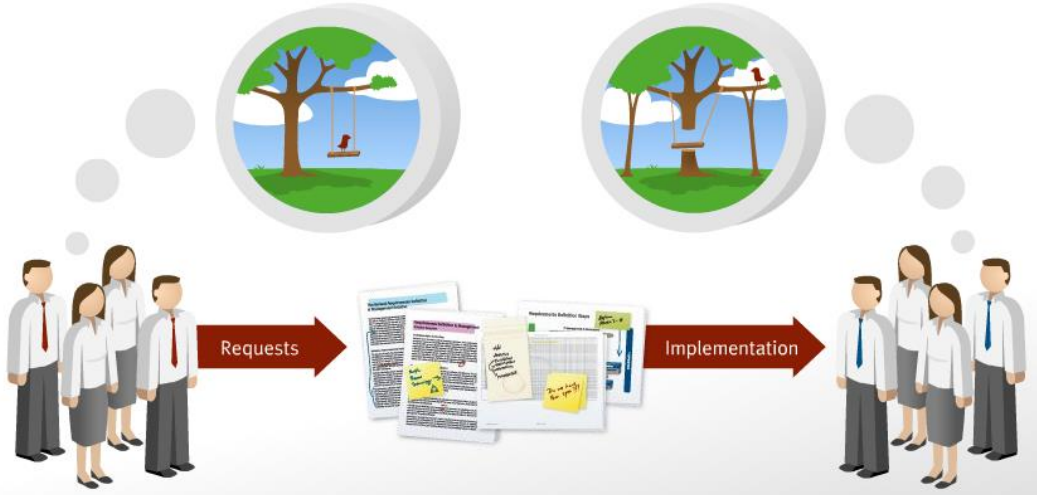
- What are their specific limitations?
* fontsize, type, colors,..

Scope

- What features will the app need to include?
- What kind of detail will those features have?
- What tools, skills and personnel will we need to build our app
- What is the timeline?

Difficult? In an International context

- Different **language**
- Different **background**
- Different **cultures**



- What are the problems you could encountered in your projects regarding requirements?

- What could be the consequences of these problems?

What are the problems you could encountered in your projects regarding requirements?

- Missing requirements
- Requirement creep (lose focus / scope – Changing requirements)
- Not well defined requirements
- Contradictory requirements

hub
Dwarf Pony
Philip Lahm
(Captain
German Football
National Team)