



2019 Start-Up Business Contest

Presentation Tip Sheet

What is a successful concept pitch/speech?

A memorable speech ranging from five seconds to five minutes that describes your idea or business and, in the longer version, convinces your audience to do something about it.

How to prepare a concept pitch/speech?

1) Prepare a 5 second pitch that clearly describe your idea/business

- One clear sentence describing what your idea/business does (this is a one liner to use when someone asks you what you do)
- Example: "My idea? It's a way to make car engines twice as efficient, and 5 times as powerful."

2) Prepare a 30 second pitch

- Start with your 5 second pitch and provide the next level of detail so that the listener can get a clearer picture of your idea and gain a deeper understanding of what you're doing or proposing.
- Keep in mind 2 or 3 key things about how your idea/business will achieve what you said it will.

3) Prepare the remainder of your pitch (3 minutes)

- Begin with the 30 second pitch from above.
- Identify what you want your audience to do about your idea/business. For example, determine if you are looking for an investor/partner or customer.
- Focus your pitch/speech on convincing your audience to take action.
- If you are looking for an investor/partner, you may need to include more detail about your finances, needs or structure.
- If you are looking for a customer, you may need to include more detail about product/service and what makes you a great choice.

4) Practice your pitch at each stage with various people

- Ask them to pretend they are whoever it is you plan to pitch to.
- Go through your pitch, responding to their questions from your pitch tests, develop a list of questions you expect to be asked during the pitch, and be prepared to answer them.
- If some questions constantly come up, consider ways you can add that information to your pitch,



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There are many good sources for information on concept pitches and speaking in general on the internet. Here are a few suggestions.

More information about pitches:

<http://www.scottberkun.com/essays/38-how-to-pitch-an-idea/>

<http://www.elevatorpitchessentials.com/essays/ElevatorPitch.html>

<https://readwrite.com/2010/04/16/the-art-of-the-elevator-pitch-10-great-tips/>

<http://www.businessknowhow.com/money/elevator.htm>

Information about being a good presenter:

<http://www.businessknowhow.com/growth/techpresentation.htm>

<http://ezinearticles.com/?The-3-Keys-to-Making-a-Good-Speech-a-Successful-Speech&id=1366714>



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- Know the needs of your audience and match your contents to their needs.
- Speak to the person farthest away from you to ensure your voice is loud enough to project to the back of the room.
- Ensure your speech will be captivating to your audience as well as worth their time and attention
- Practice and rehearse your speech at home or where you can be at ease and comfortable, in front of a mirror, your family, friends or colleagues.
- Do not read from notes for any extended length of time although it is quite acceptable to glance at your notes infrequently.
- If you are short of time, know what can be safely left out. If you have extra time, know what could be effectively added. Always be prepared for the unexpected.

If you will be using Power Point, please see the attached tips on preparing your slides.



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Making PowerPoint Slides

**Avoiding the Pitfalls
of Bad Slides**



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Tips to be Covered

- Outlines
- Slide Structure
- Fonts
- Colour
- Background
- Graphs
- Spelling and Grammar
- Conclusions
- Questions



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Outline

- Make your 1st or 2nd slide an outline of your presentation
 - Ex: previous slide
- Follow the order of your outline for the rest of the presentation
- Only place main points on the outline slide
 - Ex: Use the titles of each slide as main points



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Slide Structure – Good

- Use 1-2 slides per minute of your presentation
- Write in point form, not complete sentences
- Include 4-5 points per slide
- Avoid wordiness: use key words and phrases only

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Slide Structure - Bad

- This page contains too many words for a presentation slide. It is not written in point form, making it difficult both for your audience to read and for you to present each point. Although there are exactly the same number of points on this slide as the previous slide, it looks much more complicated. In short, your audience will spend too much time trying to read this paragraph instead of listening to you.



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Slide Structure – Good

- Show one point at a time:
 - Will help audience concentrate on what you are saying
 - Will prevent audience from reading ahead
 - Will help you keep your presentation focused



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Slide Structure - Bad

- Do not use distracting animation
- Do not go overboard with the animation
- Be consistent with the animation that you use



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Fonts - Good

- Use at least an 18-point font
- Use different size fonts for main points and secondary points
 - this font is 24-point, the main point font is 28-point, and the title font is 36-point
- Use a standard font like Times New Roman or Arial



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Fonts - Bad

- If you use a small font, your audience won't be able to read what you have written
- CAPITALIZE ONLY WHEN NECESSARY. IT IS DIFFICULT TO READ
- **Don't use a complicated font**

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Colour - Good

- Use a colour of font that contrasts sharply with the background
 - Ex: blue font on white background
- Use colour to reinforce the logic of your structure
 - Ex: light blue title and dark blue text
- Use colour to emphasize a point
 - But only use this occasionally

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Colour - Bad

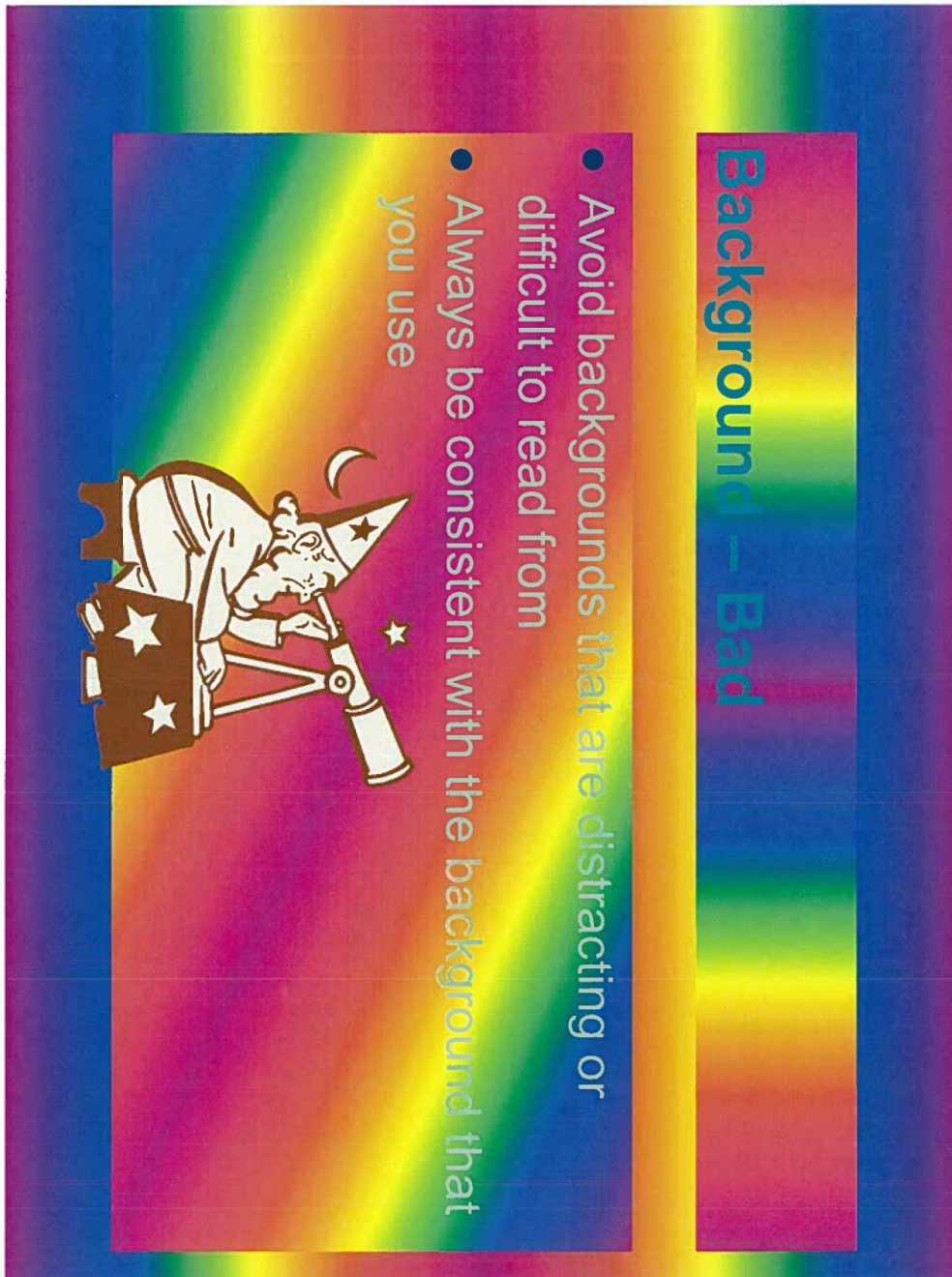
- Using a font colour that does not contrast with the background colour is hard to read
- Using colour for decoration is distracting and annoying.
- Using a different colour for each point is unnecessary
 - Using a different colour for secondary points is also unnecessary
- Trying to be creative can also be bad

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Background - Good

- Use backgrounds such as this one that are attractive but simple
- Use backgrounds which are light
- Use the same background consistently throughout your presentation

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Graphs - Good

- Use graphs rather than just charts and words
 - Data in graphs is easier to comprehend & retain than is raw data
 - Trends are easier to visualize in graph form
- Always title your graphs

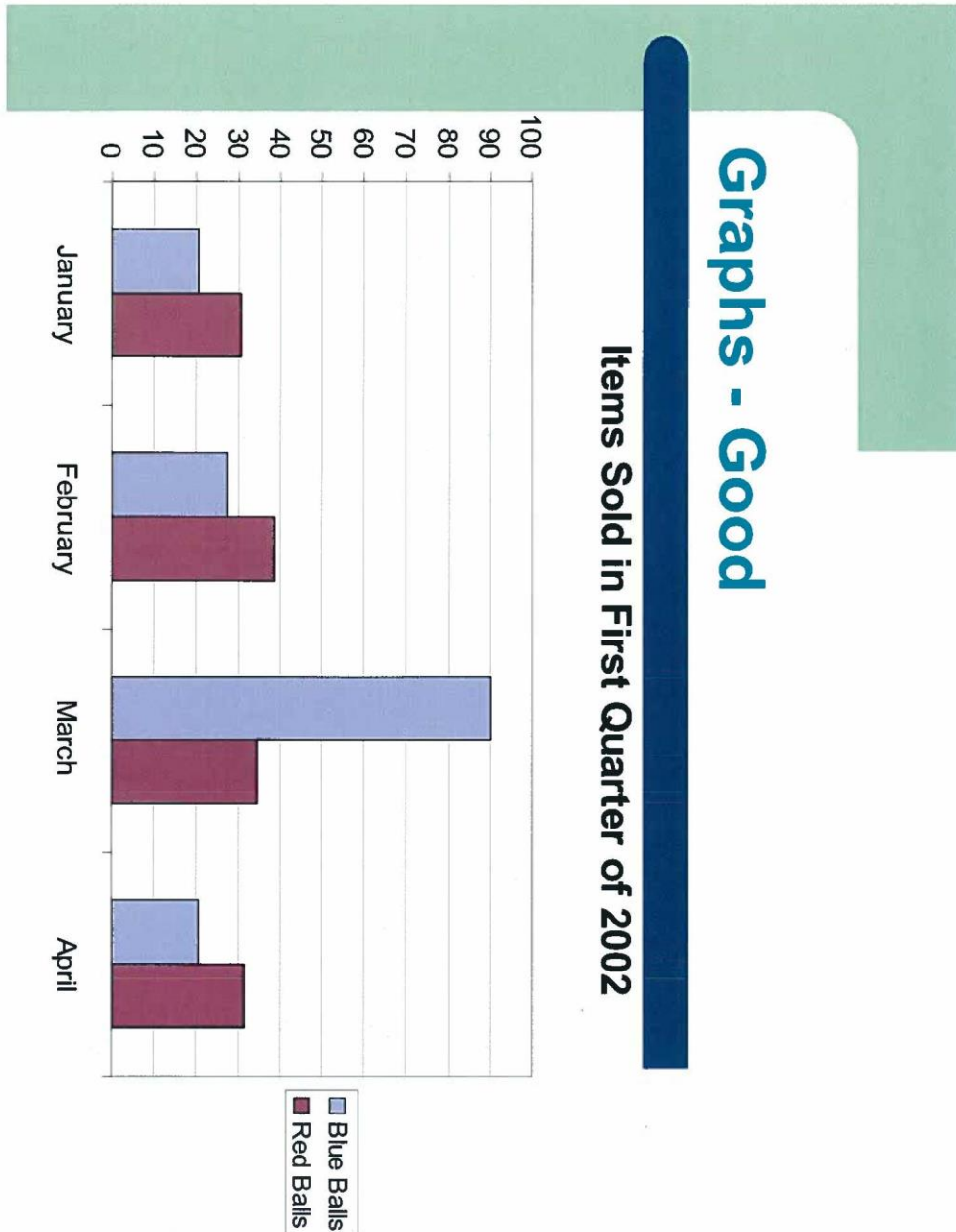


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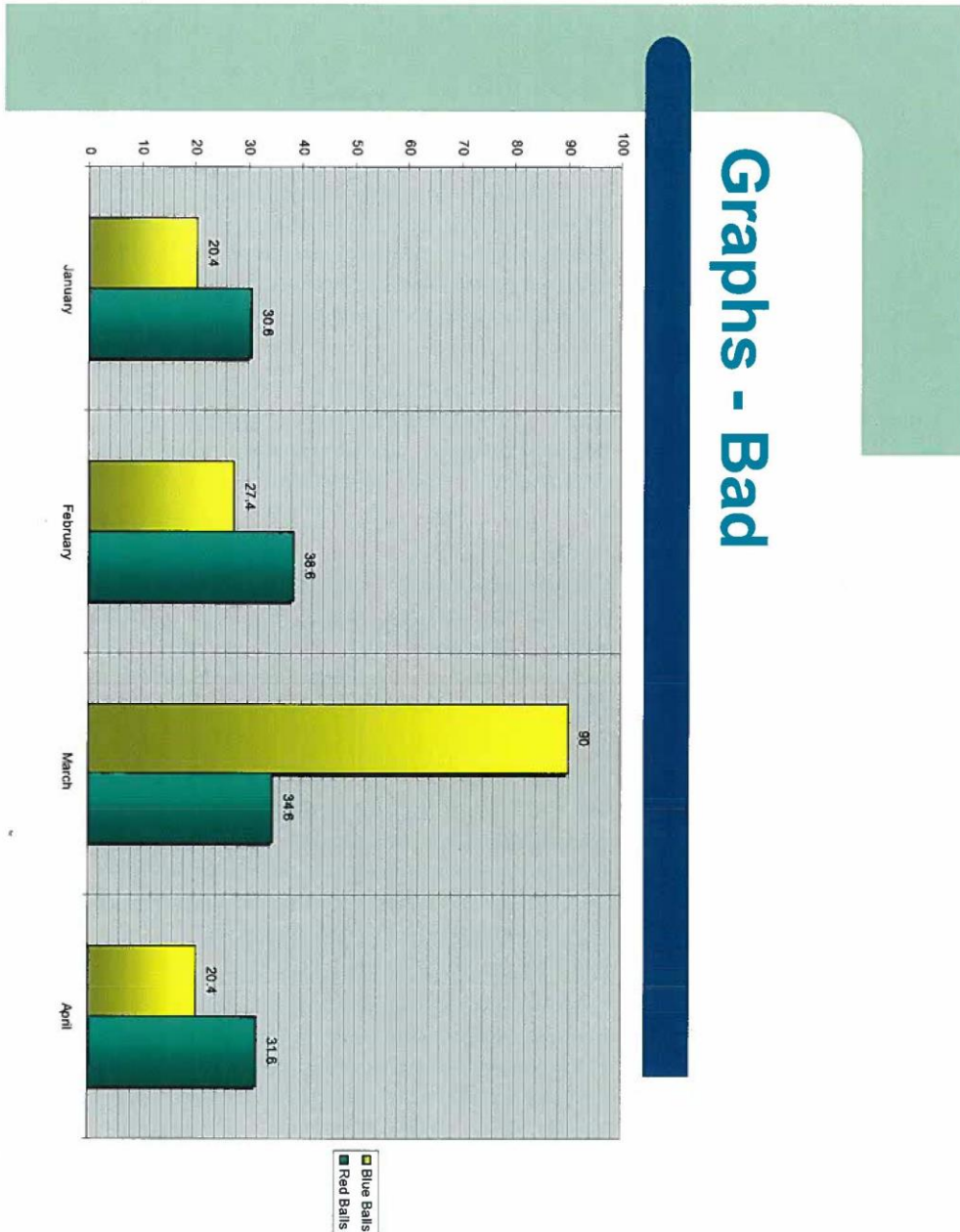
Graphs - Bad

	January	February	March	April
Blue Balls	20.4	27.4	90	20.4
Red Balls	30.6	38.6	34.6	31.6

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Graphs - Bad

- Minor gridlines are unnecessary
- Font is too small
- Colours are illogical
- Title is missing
- Shading is distracting

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Spelling and Grammar

- Proof your slides for:
 - spelling mistakes
 - the use of repeated words
 - grammatical errors you might have made
- If English is not your first language, please have someone else check your presentation!



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Conclusion

- Use an effective and strong closing
 - Your audience is likely to remember your last words
- Use a conclusion slide to:
 - Summarize the main points of your presentation
 - Suggest future avenues of research



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Questions??

- End your presentation with a simple question slide to:
 - Invite your audience to ask questions
 - Provide a visual aid during question period
 - Avoid ending a presentation abruptly