PITCH COACHING
WITH GAVIN LEACH
“A.B.O.U.T” PROCESS

• Audience Analysis
• Brainstorm
• Outline
• Your Delivery
• Tech transfer process
AUDIENCE ANALYSIS

Demographics

Psychographics
BRAINSTORM
OUTLINE – TRADITIONAL OR PROCESS

Title
I. Introduction
   A. Thesis statement
   B. Transition to body
II. First supporting topic
   A. Supporting detail or example
   B. Supporting detail or example
   C. Supporting detail or example
III. Second supporting topic
IV. Third supporting topic
V. Conclusion
   A. Synthesis or conclusion of thesis
   B. Restate main topic and subtopics
YOUR DELIVERY

- Verbal
- Nonverbal
- Presentation Aids
- Preparation Tips
- How to manage nervous
- Attire
- Positioning
TECH TRANSFER

- Less science more application
- Less abstract more concrete
- Less jargon more everyday language
- Less hypotheticals and more possibilities
- Less functionality and more about profitability
GAVIN’S TIPS AND TRICKS FOR PITCHING YOUR IDEA

- What problem do you solve?
- “You know how …” – Statement
- Who are you and what makes you special?
- Why should I believe you?
- What’s your business?
- Who do you serve?
- What benefits do your clients get from working with you?
MAKING YOUR PRESENTATION COME TO LIFE

Your work can be informative AND persuasive!
FIVE KEY ELEMENTS

1. Format
2. Templates
3. Pitch Deck
4. Layout/Design
5. Animation/Movement
FORMAT - PPT, PREZI AND KEYNOTE
TEMPLATES – REASONS TO USE THEM!

- “Plug and Chug”
- Looks like you’re a graphic designer
- 3 C’s – Color, Consistency, Creativity
- Easy to framework to work within
- Don’ts
  - Distracting
  - Abstract
  - Disconnected
  - Too much “wow” factor
PITCH DECK BASICS

- Team
- Problem/Need Statement
- Market
- Revenue Model
- Past, Present and Future
SLIDES OF A PITCH DECK

1. INTRODUCTION
Why are you doing this project? What’s at stake?

2. TEAM
Who is driving this project? What’s at stake?

3. PROBLEM
What problem are you trying to solve? Who is your customer?

4. ADVANTAGES
What makes your product special? How are you different from others?

5. SOLUTION
What are your customer’s needs? How are you planning to solve the problem?

6. PRODUCT
Your product/service or service, interaction with users? Give some examples.

7. TRACTION
Traction means having measurable and predictable indicators of success.

8. MARKET
How accessible is your market? How big is your target market?

9. COMPETITION
What are your competitors doing? Are they in your same target market?

10. BUSINESS MODEL
What’s your main revenue stream? Is it realistic and scalable?

11. INVESTING
What is your proposed budget? What will you spend your money on?

12. CONTACT
Leave your contact information here so people know how to reach you.

LAYOUTS – SLIDE LAYOUTS / DESIGN FEATURE
Rule #1 – Use Sparsingly ANIMATIONS/MOTION

Rule #2 - Does it add value?

Rule #3 – Every fourth slide

Rule #4 – Consider slide transitions