



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

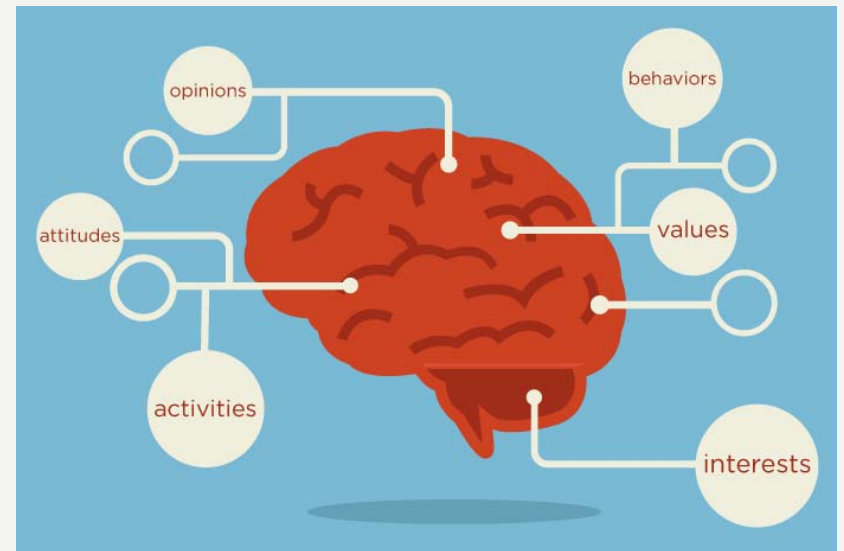
A udience Analysis
B rainstorm
O utline
U YoUr Delivery
T ech transfer
process

AUDIENCE ANALYSIS

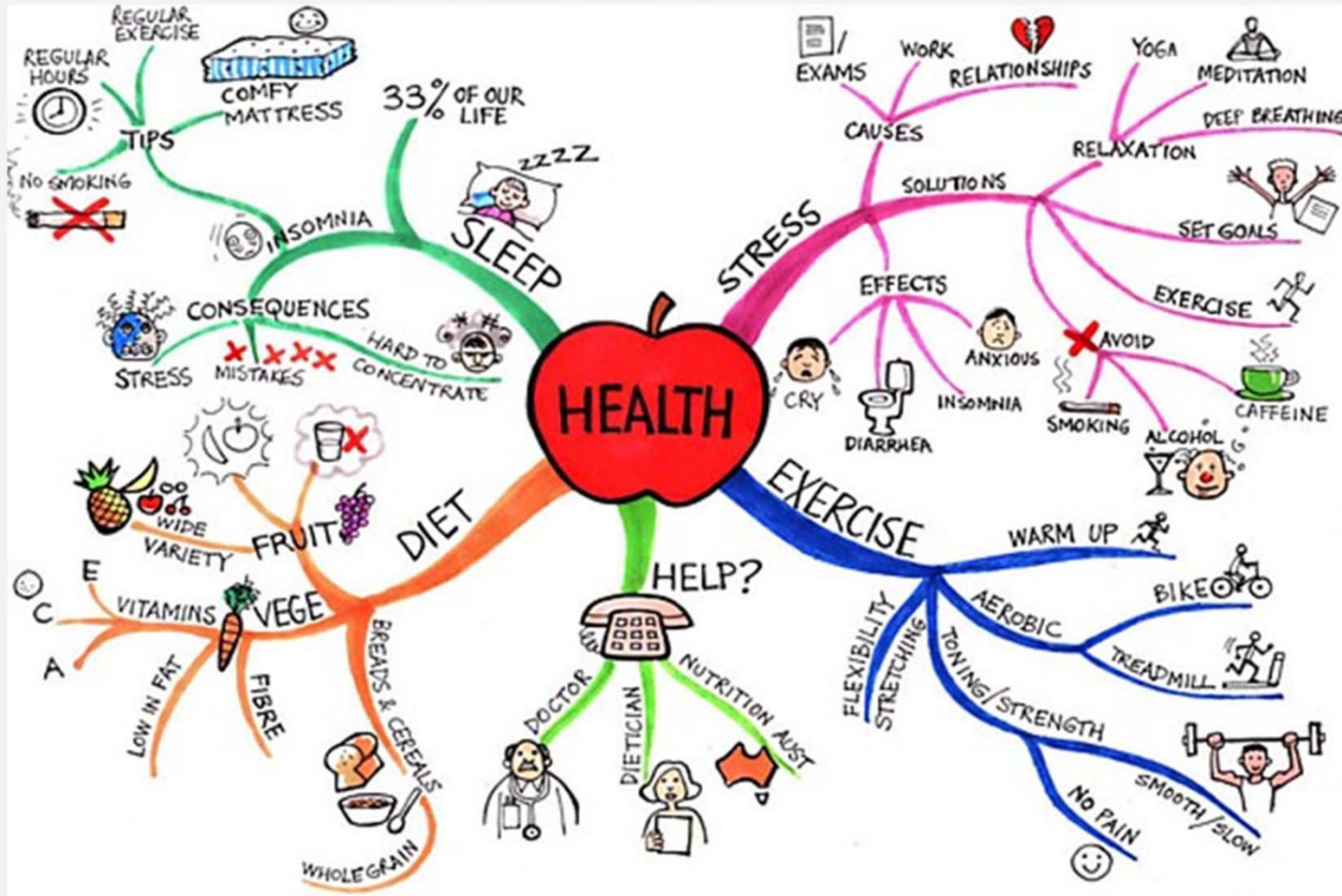


Demographics

Psychographics



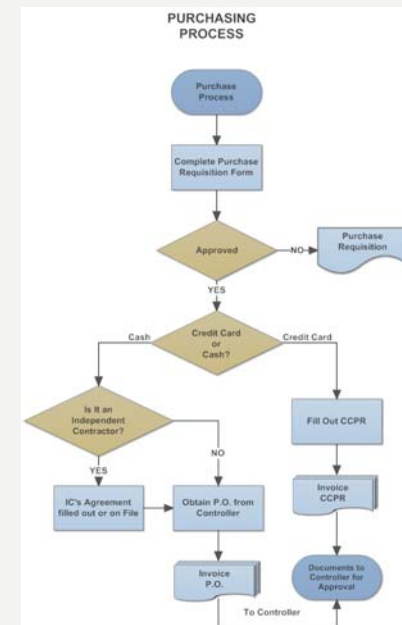
BRAINSTORM



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



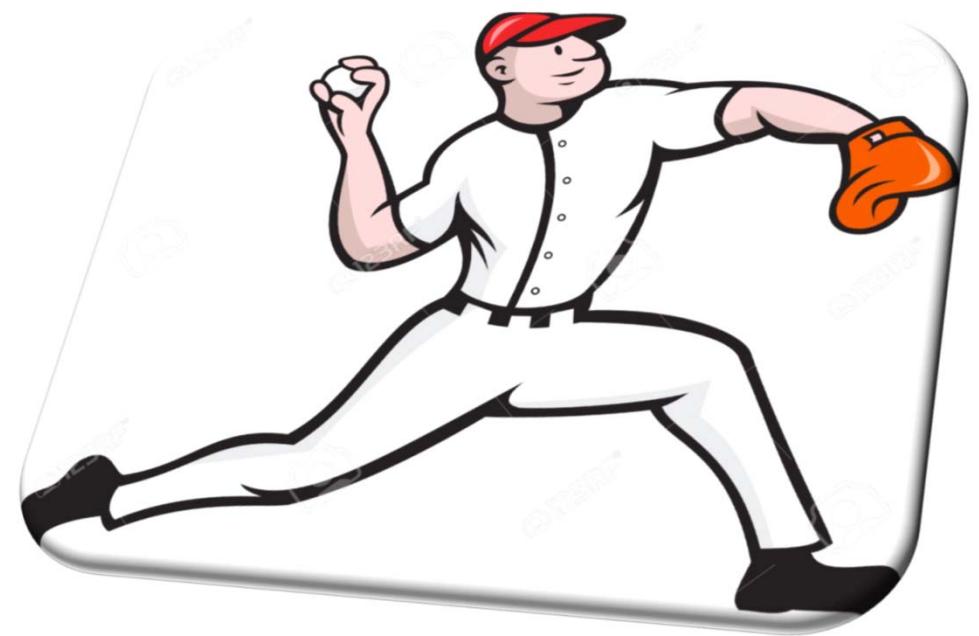
TECH TRANSFER

- 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?

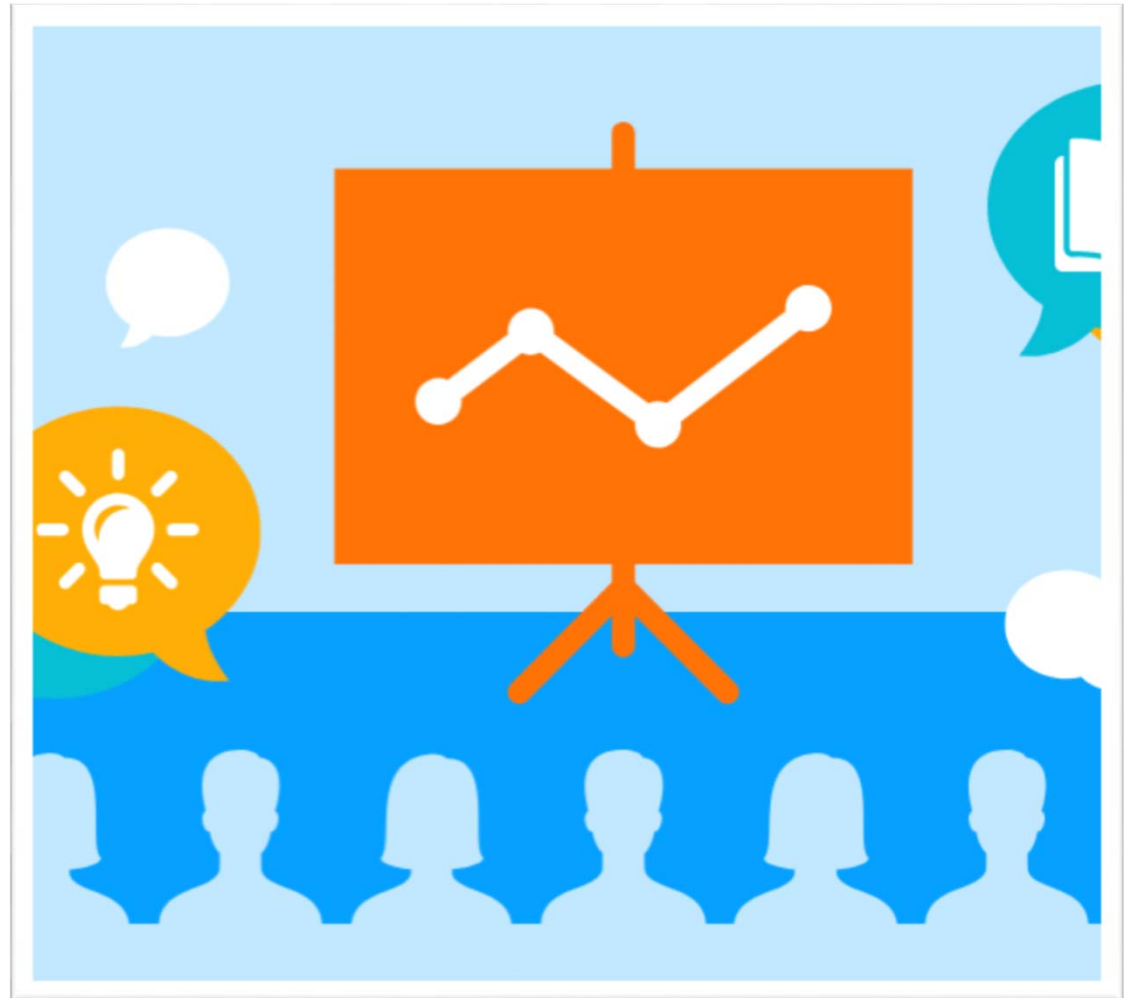


MAKING YOUR PRESENTATION COME TO LIFE

Your work can be informative AND persuasive !

FIVE KEY ELEMENTS

1. Format
2. Templates
3. Pitch Deck
4. Layout/Design
5. Animation/Movement

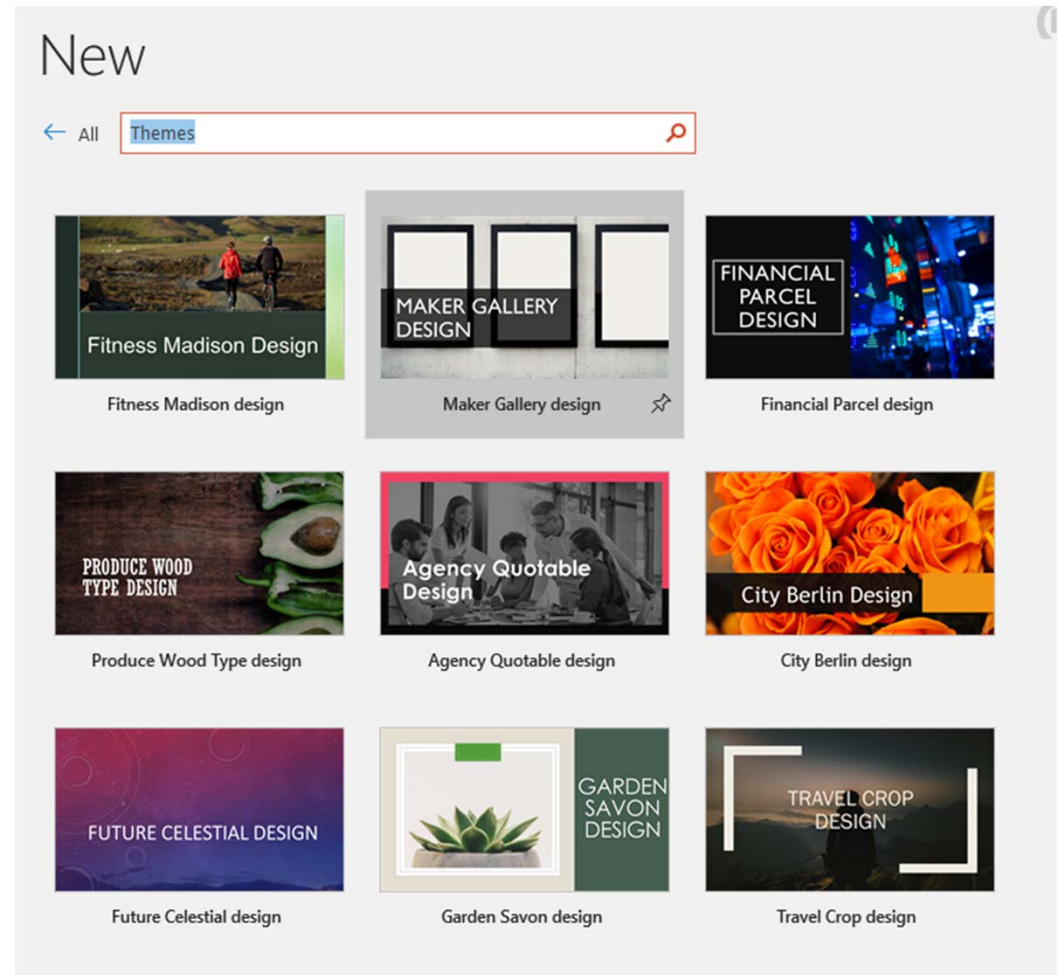




FORMAT – PPT, PREZI AND KEYNOTE

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



12

SLIDES OF A PITCH DECK

1. INTRODUCTION

Who are you and why you're here?
Keep it short and sweet.

2. TEAM

Show the people behind the idea
and briefly describe their role.

3. PROBLEM

What problem are you trying to solve?
Is it really a problem?

4. ADVANTAGES

What makes your solution special?
How are you different from others?

5. SOLUTION

Describe how are you planning
to solve the problem.

6. PRODUCT

How does your product or service
actually work? Show some examples.

7. TRACTION

Traction means having a measurable
set of customers that serves to prove
a potential.

12. CONTACT

Leave your contact details and let people
know how to reach you quickly.

11. INVESTING

What is your planned budget? What
kind of money are you looking for?

10. BUSINESS MODEL

How are you planning to make
money? Show a schedule when
you expect revenues to pour in.

9. COMPETITION

What are the alternative solutions to
the problem you are trying to solve?

8. MARKET

Know, or at least attempt to predict,
the size of your target market.



PITCH DECK BASICS

- Team
- Problem/Need Statement
- Market
- Revenue Model
- Past, Present and Future

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LAYOUTS – SLIDE LAYOUTS /DESIGN FEATURE



ANIMATIONS/MOTION

Rule #1 – Use Sparingly

Rule #3 – Every fourth slide

Rule #4 – Consider slide transitions

Rule #2 – Does it add value?