A set of tools designed to help growing technology businesses get the capital they need

July 2011
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INTRODUCTION
The Pitch TOOLBOX is a set of tools designed to help growing technology businesses get the capital they need. If one searches, one can find a variety of formats and other related tools on the topic of pitching for money. This TOOLBOX was assembled after a detailed review of various other format/tools, and discussions with angels, local venture capitalists, other sources of funds, and advisors. It has been shown to work well for clients of Communitech’s Venture Services Group.

THE PITCH TOOLBOX CONTAINS THE FOLLOWING:

- Business Plan
- Elevator Pitch
- Pitch Deck Template
- Investment Summary
- Frequently Asked Questions
- Tough Questions
- Good Presentation
- Practice

BUSINESS PLAN
The pitch process relies on an understanding of the underlying business strategy and business plan. For some, this will be in their head and for other this will already be actually documented. Building the pitch often causes some evolution to the business strategy, and that is a recognized part of the process. In any case, if the pitch is successful and investors want to then undertake due diligence, the business plan will have to be in a documented, thorough form. The MaRS website (www.marsdd.com/) has helpful templates for the creation a business plan.

ELEVATOR PITCH
The elevator pitch is a TOOLBOX element which is used in a variety of scenarios. It can be used at networking, as a trade show floor intro, when pitching for talent, in sales situations, and certainly when pitching for money. Often it is a 15 second piece, but in certain scenarios the 15 second version can get expanded to a 1-2 minute version through the addition of a series of short sentences describing how the company does what it does or other notable highlights. The 15 second version is an integral part of the pitch deck template.
When building the 15 second elevator pitch, the following should be kept in mind:

**Key Components**

- Your name, title, and company
- The *problem* or the *opportunity* in the market
- What you do (**the product**)
- For whom do you do it (**the customer/market**)
- Why people care (**the benefit**)
- 1 – 3 sentences maximum

**Key Considerations**

- Keep it concise (short sentences, short time)
- Be clear
- Use the key components
- Show energy and passion
- Tell a story
- Have a hook
- Target your audience
- Be goal oriented
- Have it ready and have it practiced

**Pitch Deck Template**

This is the core element of the TOOLBOX. It describes a flow for a successful presentation with the required details for each slide. In this document, it is supported by a mock presentation to demonstrate a potential look for a pitch presentation. It is important to note neither the Pitch Deck instructions nor the mock presentation are meant to show exactly how a presentation should look. While they both help describe the required elements in a successful pitch, each company using this information should build on the format to creatively tell their story.
**INVESTMENT SUMMARY**

The investment summary is a format for the one page document to provide to investors. It allows for quick assessment of your company by providing a snapshot of your product, your plans, your financials, and your team. It helps show why someone should invest in your company.

It also avoids sending the investors the actual pitch deck (unless the investor absolutely insists, the pitch deck should only be delivered when the presenter is actually there to present it). The investment summary can be sent to a prospective investor to try to earn a meeting. It can also be provided as companion document when one is actually doing the pitch, or used as the “leave behind” after pitch is concluded.

**FREQUENTLY ASKED QUESTIONS**

These provide a variety of helpful perspectives on pitching in a question and answer format.

**TOUGH QUESTIONS**

This has a good base of the sort of tough questions one gets immediately following a pitch to investors. Answering the tough questions well is every bit as important as delivering the pitch well. This base is meant to be further developed with questions one might anticipate for the kind of opportunity they are pitching and for the audience to whom they are pitching. Reviewing the overall list of tough questions should also include creating and practicing the answers for each.

**GOOD PRESENTATION**

There is material included to help guide how to make your slides look impressive and impactful, and material to advise on good presentation techniques. The presentation should be a great voice track supported by effective slides. In any case, avoid reading word for word what is up on each slide (hopefully, the slides are very visual and graphical, and therefore need a good voice track to make them come alive).

**PRACTICE**

There is no actual material in the TOOLBOX regarding practice. This section is placed here to remind of the extreme importance of practicing both the pitch and the way tough questions are answered. Once the pitch elements and flow are established, the repetition and refinement which come from practice will position the presenter to meet their objective. Pitch practice breeds confidence, and confidence will attract investors.
**Pitch Deck Template**

This is the core element of the TOOLBOX. It describes a flow for a successful presentation with the required details for each slide. It is supported by a mock presentation to demonstrate a potential look for a pitch presentation. It is important to note neither the Pitch Deck instructions nor the mock presentation are meant to show exactly how a presentation should look. While they both help describe the required elements in a successful pitch, each company using this information should build on the format to creatively tell their story.

**Planning Your Investor Presentation**

- Tell a story (with a strong beginning)
- Have command of the aspects of the business
- CEO should deliver pitch and handle questions
- Aim for 12 minutes and finish in 15
- Use all of the template
- OK to have >1 slide for key template components
- OK to re-arrange the order (somewhat)

**Content for Pitch Deck**

Here are the key elements that need to be covered in your pitch deck. Following this list are further details for each of these elements and some examples of how to visualize the slide.

- Title
- Pain & Opportunity
- Company Overview
- Team
- Problem
- Solution
- Value Proposition
- Market Size
- Competition
- Go to Market
- Revenue Model
- Intellectual Property
- Milestones & Use of Proceeds
- Financials
- Deal & Exit
- Summary and Closing
**Title Slide**

*Slide should:*

- Be used as one possible place to state the financial ask and the use of the funds
- Be static at the beginning of the pitch
- Be attractive
- Have a tagline
- Specify presenter, team, audience & date
- Mark the document as confidential

---

**Elevator Pitch**

*“Slide” should:*

- Be spoken over the title page
- Articulate the company, the problem, the product and the market, and why people will buy it
- Be a new image or spoken using the title slide as the image
- Be very catchy and succinct

---

**Dummie Software Corp**

Small medium enterprises (SME) only retain 65% of their customers. Dummie Software’s software platform makes frequent and customized client interaction easy and affordable. SMEs will see improved client retention and increased profits.
PAIN & OPPORTUNITY

SLIDE SHOULD:

- State the case of what the customer pain is
- Show how people are doing it now and what they could be doing instead
- Be very high level and a good start to the story
- Provide some evidence of the pain
- Suggest the pain can be resolved

COMPANY OVERVIEW

SLIDE SHOULD:

- State what the company does
- Describe accomplishments to date:
  - Customer traction
  - Partnerships
  - Technology developed and patents or IP created
  - Key talent attracted
- Specify the financing ask:
  - Start with what is in to date (specify founders money already in)
  - What is being requested from audience
**Team**

**Slide should:**

- Highlight key team members and their credentials:
  - Current role
  - Previous business accomplishments & exits
  - Expertise
  - School
- Use pictures
- Show advisors (and their organizations) – no pictures required
- Speak to the role of the investor beyond the money – mentorship, “hands-on” connections, etc.
- Verbalize current board structure and suggest how it will evolve (if you can)

![Team Slide](image)

**Customer Problem**

**Slide should:**

- Provide further detail of customer issues:
  - Who has the problem?
  - What is the problem?
  - Why it is a problem?
  - Why do they need to solve it now?
- Create an emotion to feed the story
- Show evidence (with numbers)

![Customer Problem Slide](image)
**Solution**

**Slide should:**

- Describe how solution works (high level)
- Highlight “secret sauce”/“underlying magic”
- Use screen shots if needed – (with “call-outs”)
- Use graphics wherever possible
- Avoid jargon and acronyms
**Value Proposition**

**Slide should:**

- Describe benefits of solution to customers and demonstrate the unique selling proposition:
  - Faster
  - Cheaper
  - Better
  - Compatible (i.e. how it will fit with existing products and processes)

**Market Size**

**Slide should:**

- Show total market (in the sector)
- Show total addressable market (in your target segment)
- Show immediately accessible part of your target market (i.e. who we are selling to first and how big)
- Provide logic for how much addressable market will be accessed in next 5 years
- Avoid “if we only get 1% of the total addressable market, we will have $X market share”
- Show growth rates (CAGR of the total addressable market)
- Provide proof of the above
**Competition**

*Slide should:*

- Show the key competitors and how they compare with our company on the key decision criteria
- Outline customer’s key decision criteria
- Think of customer’s mind – what are their hot buttons
- Be thorough regarding who actual and perceived competitors are (now & future) and look at categories of competitors
- Try to avoid crowded Feature/Benefit matrix
- Try 2x2 graph with logos differentiating you from the competition; or
- Try a statement (“our customers want...”) with a bunch of competitive logos (bigger competitors may have bigger logo)

---

**Go to Market**

*Slide should:*

- Talk about your market engagement strategy (how are you going to find out what your potential clients want)
- Describe sales and marketing strategy:
  - Targeted segment
  - Channels
  - Partners
  - Key Tactics on how you plan to execute (trade shows, social media campaign, direct calls, journals, thought leaders, etc.)
- Provide an opportunity pipeline
- Show customer traction to date
**Revenue Model**

**Slide should:**

- Show how the company will get revenue and how it flows considering the following:
  - Is this a SaaS, or sales of software, services, widgets, products etc.?
  - If you have multiple revenue models, what are top 2?
  - If there are others they can be explored as company matures
  - What is high level pricing strategy for the model?
  - What are projected number of users, widgets sold etc.?
  - Is there recurring revenue, and what are upselling opportunities?

![Revenue Model Slide](image)

**Intellectual Property**

**Slide should:**

- Describe unique Intellectual Property (IP) and/or trade secrets, algorithms etc.
- List patent-related filing efforts
- Be used only if there is something noteworthy to say
- Comments about the IP or the search made could be mentioned on Solution slide

![Intellectual Property Slide](image)
**Milestones & Use of Proceeds**

**Slide should:**

- Specify financing requested
- Money in (repetitive to earlier part of pitch)
- Specify the $ ask (repetitive to earlier part of pitch)
- Show key upcoming steps for the business and where financing proceeds will be used
- Chart form (Gantt etc.) can be helpful
- Indicate if there are any funding tranches or logical cash injection points based on milestones
FINANCIALS

SLIDE SHOULD:

• Be straightforward and easy to read
• Be built as per attached example
• Include EBITDA and cash flow per period if underlying business plan has sufficient understanding of these numbers – otherwise use net profit as ending number
• Show revenue as net of channel relationships

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<td>$500,000</td>
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</tbody>
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DEAL & EXIT

SLIDE SHOULD:

• Indicate type of deal being offered to investors
• Suggest how and when exit can be accomplished (use other deals done in the market as a proxy for how exit might happen)
• Indicate exit points with potential multipliers

```
Deal & Exit

- Bought $100 million June 2009
- Bought $75 million Oct 2010
- Bought $120 million March 2011
```
SUMMARY

SLIDE SHOULD:

- Remind the audience of the highlights:
  - Problem, solution and value proposition
  - Market size and customer traction
  - Quality of team
  - Strength of strategy
  - Financial ask
  - Return to investors & favourable risk profile

CLOSED

SLIDE SHOULD:

- Be left up during questions from audience
- Could be title slide again or the summary slide
- Be effective as it will remain up during Q&A
- Avoid saying, “Questions?” or “Thank you” on the slide
**INVESTMENT SUMMARY**

The investment summary is a format for the one page document to provide to investors. It allows for quick assessment of your company by providing a snapshot of your product, your plans, your financials, and your team. It helps show why someone should invest in your company.

It also avoids sending the investors the actual pitch deck (unless the investor absolutely insists, the pitch deck should only be delivered when the presenter is actually there to present it). The investment summary can be sent to a prospective investor to try to earn a meeting. It can also be provided as companion document when one is actually doing the pitch, or used as the “leave behind” after pitch is concluded.
Frequently Asked Questions

These provide a variety of helpful perspectives on pitching in a question and answer format.

**What is an investor presentation?**
An outline of your venture that describes in just enough detail the key aspects of your business.

This document (generally written in PowerPoint™) provides an easier, systematic method of structuring your plan in a manner that is consistent with the way investors need to see information. For follow on meetings a consistent format allows you to show evolution in your plan.

**Why is it useful?**
In most cases if you are seeking financing for your venture you will be asked for a presentation by investors. They understandably need to see an overview of what you have achieved to date and what you plan to do with their investment.

Properly done, an investor presentation provides a helpful overview of the business plan in point form – investors are busy people. They love presentations because they can flip through them very fast and absorb a lot of key information that is hard to scan in a more heavy business plan document.

Building a presentation is perhaps the best way to start thinking about the important aspects of your business and to quickly identify any gaps you need to address. PowerPoint™ format also makes it easier to refine and adjust in order to adapt to new audiences.

**When is it best used?**
The investor presentation is usually the second piece of information an investor receives after an executive summary. It is designed to generate interest in seeing a more complete business plan document at a later stage.

Be careful to give prospective investors your executive summary and offer to walk them through the PowerPoint slides

in person or on the phone. Do not send over an unsolicited Investor Presentation as a means of making your first contact with an investor.

Ensure that any proprietary “trade secrets” or intellectual property you may have developed has been properly registered (copyrights/patents) before discussing with a prospective investor. Failure to follow proper procedures before talking with any outside parties could compromise your intellectual property rights your technology or proprietary processes, brand names etc.
**Is my investor presentation proprietary?**
You should always be strategic about what information you provide to investors and when you provide it. Especially in circumstances where there is no non-disclosure agreement signed. The vast majority of investors will disclose potential conflicts of interest (they may be invested in a competitor) but you should research investor prospects before any meeting.

Understand that many investors will not be in position to sign non-disclosure agreements prior to initial meetings when there is still a fair degree of uncertainty as to what you are presenting.

Sharing a detailed investor presentation requires a considerable degree of trust. Its contents should be marked as confidential and in general, some guarantees should be provided by the recipient that they will abide by the confidentiality terms laid out in any documents you provide.

**Is there a set format suitable for all audiences?**
In a word...no. While we have provided a sample template, let the specifics of your specific situation dictate the flow of your slides. Telling an exciting “story” may require a substantial re-ordering or consolidation of the slides to fit your audience and circumstances.

A key consideration in designing the content and flow of your slides is the requirement to translate your vision into an exciting story. While many entrepreneurs go to considerable lengths to explain their how their technology is differentiated, their presentations often fail to speak to critical elements that speak to market relevance. Leave room in your presentation for how the technology relates to critical elements such as customer needs.

You will most likely reorder some aspects of your presentation after you have received some feedback. Don’t get fixated on using this or any other template as the “only way to present”. Such factors such as personal presentation style and also play a factor in how you choose to connect with your audience.

As we mentioned previously, it’s important to do your homework on the investor you are meeting with. Only then will you have a better sense of what information is most relevant to them. After some practice you will get a better sense of the “predictable” questions and subtlety change the sequence of your slides to get to your answers earlier in the presentation.

**How technical should my presentation be?**
Do not assume that your audience is technically literate or savvy. While investors may have domain expertise in the area you are developing your venture, investors predominantly come from a financial background.
Shouldn’t I build a business plan first?
While it may seem counterintuitive, many experts advise to start building an investor presentation before the business plan. Many entrepreneurs get bogged down in developing a 40 page plan of creeping elegance. The trouble is that you often will not have all the information you need to build a full business plan.

What should I know about investors that I’m approaching?
The dynamics of presenting to investors is very much like any sales process. Your chances of increase dramatically if your audience is pre-disposed to investing in your “type of deal” (size, technology interests, consumer vs. B2B markets, business models etc.). Here are some key questions you should consider when assessing your audience and structuring your approach to get the initial meeting and subsequent presentation:

- What are their interests in terms of markets or technologies?
- Have they made investments in your market before? How did those investments do?
- What’s their typical investment size? How many deals they do per year?
- Do you know people in common to validate you personally as a manager?

How do I get started?
Start moving your rough ideas into a PowerPoint™ deck and then socializing them with your team, other colleagues and trusted advisors – getting valuable feedback on various sections (Use the Notes section of each slide as the repository of comments and idea you gather).

Use the PowerPoint™ deck as holding area for all ideas and information that come to light – the format makes it easy to manipulate, organize and adapt. Then build your executive summary and your business plan based on this information.

Do not overload the documentation. Remember to use only the amount of information necessary to make your point. Try to get across a few key messages instead of telling the whole story. Your audience will only absorb the key messages. Use graphics and charts as much as possible.

Your presentation should demonstrate professionalism – grammar, spelling, diction, illustration, layout, etc. It is best to have others carefully proof the document to avoid any embarrassing errors/omissions.
**If I make a solid presentation to an investor what happens next?**
The goal at this stage is to entice investors to take a deeper look at your opportunity (i.e. Due Diligence). Securing follow-on interest from the investor is what you should be after at this point. Not a commitment to invest.

If there is sufficient interest, the investor will most likely wish to involve other industry or technology experts in evaluating the opportunity.

At this point, a more detailed slide deck and/or a concise business plan will be required to support the Due Diligence process the prospective investors will want to undertake.

**How will I know I am ready to present to an investor?**
Despite the temptation to test your plan with investors, you must ensure the vision you are communicating is grounded in reality.

Remember...investors are busy people. Maximizing your credibility and your time with them starts with practicing on many colleagues, friends and other industry/domain experts – before you get in front of an investor.

**How long should the presentation be?**
It will depend on what the audience requires but aiming to be done (using a good, understandable pace) in 15 minutes seems to be a standard length.

**Can investor pitch decks be used in sales situations to describe my company?**
As with any pitch, shaping the pitch in terms of content and length is the most important requirement.

Generally, an investor pitch deck will have more information than a sales presentation typically needs, but elements like the problem and the solution could be helpful to lift from the pitch deck and place into a sales presentation.
**TOUGH QUESTIONS**

This has a good base of the sort of tough questions one gets immediately following a pitch to investors. Answering the tough questions well is every bit as important as delivering the pitch well. This base is meant to be further developed with questions one might anticipate for the kind of opportunity they are pitching and for the audience to whom they are pitching. Reviewing the overall list of tough questions should also include creating and practicing the answers for each.

How does your company fit in the industry?

What are the major obstacles to your success?

How did you calculate the size of your market and its growth rate?

What makes your company different?

What value do you provide that is not already available to your customers?

What factors most affect your profitability?

What are the barriers to entry?

How will you establish brand-name recognition?

How will you keep someone with a lot of money from taking over your market?

How will you continue to protect your intellectual property?
What is the profile of your end user?

What motivates you?

What advantages do your competitors have?

What reaction do you anticipate from your competition?

How do you intend to acquire market share?

How important is advertising?

How do you plan to fill staffing requirements?

What makes you lose sleep?

What is the life cycle of the product?

What other products do you anticipate developing?

How do you compete in terms of price, performance and support?

Are there alternate suppliers?

What new capital expenditures will be required?
Will your present facilities accommodate expansion?

How much financing will you require beyond this round?

What is your exit strategy?
**Presentation Style Ideas**

There is material included to help guide how to make your slides look impressive and impactful, and material to advise on good presentation techniques. The presentation should be a great voice track supported by effective slides. In any case, avoid reading word for word what is up on each slide (hopefully, the slides are very visual and graphical, and therefore need a good voice track to make them come alive).

**Polish Your Pitch**
Polish Your Pitch

- Open & close
- Verbal & non-verbal
- Nerves & confidence
- PowerPoint
- Audience Interaction
- Notes & Rehearsal

Openings

Capture

- create credible first impression
- break the ice
- be distinctive
Internal Sources of Credibility

**Appearance**
- Appropriate dress
- Grooming
- Posture
- Walking confidently
- Facial expressions

**Behaviour**
- On time
- Being prepared
- Courtesy
- Tone of voice
- Firm handshake

Confirm: Powerful Closings

- Summarize key points
- Link back to objective (icebreaker)
- Ask for commitment
- Agree on follow-through
- Do something memorable
Credibility and Believability

- Words
- Voice & Tone
- Body Language

100%

If all three are not in alignment, your audience will put more weight in what your body language is saying than what your actual words are saying.

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Choosing & Using High Impact Words

- Use simple language
- Use labels and transitions
- Use I, we, you - human voice

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Helpful Nouns & Pronouns

- management
- department
- procedures
- I, we, you
- equipment
- policy
- money
- computer
- he, she, they
- software

Less Helpful Nouns & Pronouns

- involvement
- visibility
- optimization
- development
- modification
- this, it
- aspect
- probability
- renewal
- illustration
Example

Shattering or destruction of glass to be reserved for situations when the detection and identification of fire or fire-like events, including but not limited to smoke and heat, pose harm to personal safety should be accomplished by using the attached hammer or mallet.

Translation...

In case of fire, break glass!
Putting Muscle in Your Message

- Stories
- Examples & analogies
- Power of contrast

Putting Your Voice to Work

- Speak loudly enough
- Avoid “drop-off” & “up-talk”
- Speak at a comfortable pace
- Use inflection/pauses for interest
- Cut out “ums”, “ers”, “okays”
- Enunciate clearly
Non-verbal Ways to Communicate

- Eye contact
- Facial expression
- Posture
- Gestures
- Movement
- Stand or sit?

The Human Mind

The human mind is a wonderful thing. It starts working the minute you’re born – and never stops until you stand up to speak in front of an audience.
Butterflies

Stage fright is the sweat of perfection. The only difference between the pros and the novices is that the pros have taught their butterflies to fly in formation.

Strategies for Stress

- Physical/physiological
- Mental/psychological
- Preparation & rehearsal
How Much People Remember

50%
Lecture + Visuals

10%
Straight Lecture

Some Tips for Designing Visuals

- Use 1-2 key concepts
- Don’t overcrowd (6 x 6)
- Use descriptive headings
- Use pictures, numbers, call-outs & color
- Maintain consistency
- Use readable font
Examples of Arial

20 point looks like this
28 point looks like this
32 point looks like this
36 point looks like this
60 point looks like this

Vibration

Solutions

- Using correct flywheel will usually eliminate vibrations.
- For engines manufactured during 1990-1997 with casting #892, 437-2 crankshafts can be externally balanced, meaning there is an offset weight on the flywheel. This is done on our cranks.
- For engines manufactured during 1997-2002 with casting #671, 539-3 crankshafts can be internally balanced, meaning there is no offset weight on the flywheel. This is also done on our cranks.
Eliminating Engine Vibration

- Use correct flywheel
- 1990-1997 crankshafts can be externally balanced.
- 1997-2002 crankshafts can be internally balanced.

Cellular Phone Sales

- Steady decrease in percentage sales for 30-49
- 1998 - increase in percentage sales for 20-29

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<tr>
<td>- 1990 = 10</td>
<td>- 1990 = 74</td>
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</tr>
<tr>
<td>- 1996 = 12</td>
<td>- 1996 = 70</td>
<td>- 1996 = 18</td>
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Cellular Phone Sales by Age Group

% of sales

Ages
- 20-29
- 30-49
- 50+

Years


Tips for Using Visuals

Face the audience
Maintain eye contact
Rehearse with equipment
Introduce with label
Show – pause – then talk

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The ART of PowerPoint

- Announce
- Reveal & remain silent
- Talk about

And some Best Practices...

Open without slide
**Plan slide holidays**
Use “B” key
**Use your screen**
Explain slide ... don’t read it
How Much People Remember

10% Straight Lecture
50% Lecture + Visuals
70% Lecture + Visuals + Audience Participation

Interacting with Your Audience

3 Key Skills
Use questions
Respond appropriately
Give your attention – 100%
Responding to Audience Questions

- Acknowledge
- Paraphrase
- Pause
- Answer
- Defer
- Be honest

Giving Your Audience 100%

- Face audience
- Move towards them
- Reference their contributions
- Observe what’s going on
- Listen actively
- Keep a constructive tone
Your Notes

Big!

Key words only

Use #s & prompts

Use color or highlights

Use concise speaker notes

Speaker Notes

(3 per page – Handouts option in print menu)
Speaker Notes
(1 per page)

Organizing Your Message
(Learner & Key Points)

- Insert your text
- Insert your text
- Insert your text

Polish Your Pitch

- Open & close
- Verbal & non-verbal
- Nerves & confidence
- PowerPoint
- Audience Interaction
- Notes & Rehearsal
Polish Your Pitch

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IWCC

Contact: Nancy Lefneski
nancy.lefneski@iwcctraining.com
519-772-0750 ext. 202
Say it with style

PowerPoint support for creating a great presentation

Presented by Beth Cotter

Say it with style

Ideas to help you:
• Find and tell your story
• Keep it simple – don’t distract an audience
• Find ways of demonstrating your passion
Tell a story

Researchers findings
- Human brain has a natural affinity for stories
- We remember facts when part of a story
- Stories connect with us on a deeper level
Archetypes – the collective unconscious

Tap into the collective unconscious

• Named by Psychologist Carl Jung
• The existence of stories in our psyche which seem to be present always and everywhere.
• Archetypes; mythology motifs
• Primordial - ingrained in our understanding before we are born; from our ancestors
• Universal – globally found, throughout history
The Pitch Toolbox

- The Explorer
- The Creator
- The Jester
- The Lover
- The Outlaw
- The Ruler
- The Sage
- The Magician
- The Care Giver
- The Hero
- The Regular Joe
- The Innocent

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- The Creator
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- The Sage
- The Magician
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To find your story

• What industry will you serve – what stories, ideals exist in that sector?
• What is your competition expressing – what story are they telling?
• What archetype are you aligned with – how will it drive your companies culture?

Magician

I help others transform their thinking

Hero

I am ready for any challenge or task
Less is more

- More content on slide more distraction from you the presenter
- In a pitch, the audience is buying YOU
- Presentations are Speaker Support only
- Use images to help tell your story but keep them simple and clean
- Utilize tools within the software
To begin, you need a structure, ordering thoughts to demonstrate organized thinking and planning. PowerPoint can help with that!
• Utilize Outline to think through slide order
• Organizes your thoughts
• Design once you have content in outline

Become friends with Slide Master – find it in View Tab
Logo or image placement

- Utilize Slide Master to set logo placement
- Don’t over create your design
- Keep space around your logo or images
- Don’t be afraid of white space
About slide backgrounds

- Elaborate stylize backgrounds are done!
- Don’t try to WOW with a background
- Choose a colour scheme and stick with it
- Utilize your logo colours to add energy
- Use Shapes to create your own framing
- Don’t be afraid of white space
Paragraphs...blah

Don’t Make Me Think! That refrain asks you not to make your audience work to understand your ideas. The same refrain applies to the work your audience must do to absorb your graphics. Therefore, design all your slides to minimize the eye sweeps of your audience.

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Bullet Points

• Much better choice
Add text over photos but contrast is critical.

White over dark will help
Pops with transparency

Utilize the full screen for photos, add text over images
Be passionate

- Photos and video can be very powerful
- Don’t be afraid to create emotion, inspire
- Use images to their best impact
- Create charts that have a punch

BE PASSIONATE
people like that
“The one fact about the future of which we can be certain is that it will be utterly fantastic.”
Arthur C. Clarke
The Pitch TOOLBOX

Image 1: iStockphoto website with a banner about helping Japan. The banner reads, "Safe photos" and "help Japan".

Image 2: A photo editor tool called "EDITOR by pixlr.com". The tool has options such as creating a new image, opening images from the computer, URL, and library.

Photo editor tools: http://pixlr.com/editor/
Screen captures – GREAT!

Screen captures – Not so great
When sharing data

<table>
<thead>
<tr>
<th># of years to reach 50M Customers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio</td>
</tr>
<tr>
<td>TV</td>
</tr>
<tr>
<td>Internet</td>
</tr>
<tr>
<td>Ipod</td>
</tr>
<tr>
<td>Facebook</td>
</tr>
</tbody>
</table>

Use Insert Chart but keep it simple, or...

IN 2 YEARS
FACEBOOK
GAINS 500 MILLION USERS
Research resource for data


Request More Information

Interested in mobile access? Click here to check out Executive View.

Say it with style

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