



How to Pitch Your Project

By Wintana Eyob

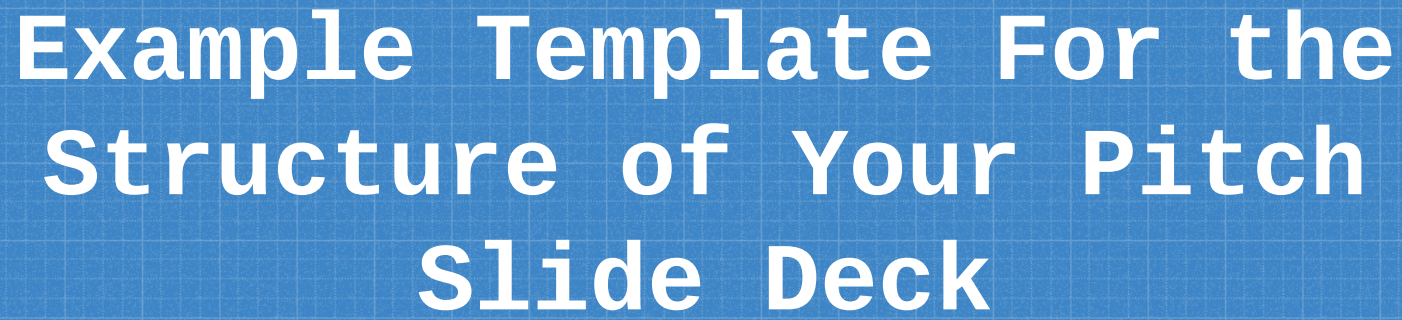
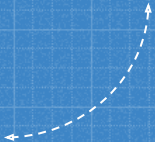
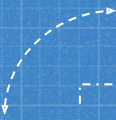
Agenda

- Logistics
 - Example
- Helpful Tips



Logistics

- Explain your chosen social issue, and demonstrate your solution
 - No coding necessary
 - Should at least create a prototype
 - Figma
- Pitch will be pre-recorded
 - Due at the end of the program day on Thursday
 - Can record in a separate Zoom room
- Pitch should be 3-5min
- We will watch everyone's pitch recordings on Friday



Example Template For the Structure of Your Pitch Slide Deck

1 Introduction

- Project title
- Include all of your team members' and mentor's name

2 Problem

- What problem is your solution trying to help solve?
- Describe why your solution/project needs to exist

3 Solution

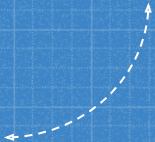
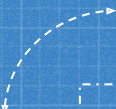
- Describe your solution/project
- How does your project help to solve the problem in the previous slide?

4 Key Elements

- Highlight the most important/impactful aspects of your project with screenshots or demonstrations

5 Conclusion

- Thank your audience for their time and ask if anyone has questions



Helpful Tips for Presenting

- Rehearse!
- Try to make sure each person in your group speaks at least once
 - Rotate between people
- Utilize speaker notes
 - Don't directly read off of them, but if you get stuck you'll have something to reference

- Minimal text on your slides
 - This will distract from your presentation
 - Only contain the main points you want to communicate to your audience in your slides

- Releasing the energy from your body may help ease your nerves
 - Examples: discreetly play with a fidget toy, wiggle your toes, present standing up