Pitching your Project
What makes you lose interest during a presentation?
Common Pitfalls

• Too much unnecessary information... cut to the chase!
• Too much jargon / inaccessible language
• Focusing on features, not benefits
• Too much text on slides
• Poor visuals and graphs
• Too scripted
• Not staying within the time limit
The Pitch

• 5 minutes
• Powerpoint, demo, website, etc.

Rubric

• Feasibility
  (Scalability/practicality)
• Creativity/Design
  (new approach/impact/implementation)
• Presentation
  (Clarity/appearance/timing/teamwork/engagement)
What to Cover

• Pain / Problem (related to prompt)
• Solution / Product
• Team

Additional Content

• Traction
• Lessons Learned
• Ask
Topic | Pain

What to cover here:
• Identify Sector(s)
• What **problems** are they facing?
• How does this impact customer and surroundings?

Ways to show information:
• Tell a **story** about your customers pain points.
• Use statistics, reports, or other numbers to show the **size of the problem**.
What to cover here:

• What is your **value proposition**?
• How do you **improve** your customer's lives?
• What is your **product**, and **how does it work**?

**Hackathon Objectives for Solution:**

• Must be "New" approach to offset carbon emissions
• What is the Environmental Impact
• Ensure well being of staff in industry process
Ways to show information:

- Concise *value prop statement*.
- Product *screenshots* or *mock-ups*.
- Info on the *value* your solution provides (i.e. saves them time, money, etc.)
Ways to show information:

• How would this be successfully implemented in industry (provide example of what successful implementation would look like)
<table>
<thead>
<tr>
<th>Topic</th>
<th>Solution (Impact on Carbon Emissions)</th>
</tr>
</thead>
</table>

Ways to show information:

- How would this solution drastically impact carbon emissions? (provide evidence)
Topic | Team

What to cover here:

• Why are you the best person or team to be solving this problem?
• Who are the key players, either founders or advisors?

Ways to show information:

• Short bios with expertise, skills, qualifications and experiences.
• Focus on what’s relevant.
Topic | Traction

What to cover here:

- What **progress** have you made this weekend?
- What have you **learned**?
Topic | Lessons Learned

What to cover here:
- What is your biggest take away from this week?
- What are your next steps?
- Plans for the future?

Ways to show information:
- Timeline
- Graph
- Goals
- Outlining next step
Topic | The Ask

What to cover here:

• How can the audience help?
• Mentorship, Connections, Users and Sales, other Call to Action, etc.
• Social media, website, etc.

Ways to show information:

• Clean and simple call to action.
• Direct to a website or social platform.
Pro Tips

Make it look good.

"I'm not a designer" is not a valid excuse for a bad looking deck.

There are countless free and easy-to-use resources out there. (Canva, Unsplash, etc.)
Pro Tips

Keep it simple.

Graphics > Text

Make sure it can be understood by everyone in the audience.
Pro Tips

Minimal text.

After each draft, remove 50% of text.

Repeat as much as possible.
Pro Tips

Damage Control.

Limit the chances of things going wrong. But be prepared for when things do go wrong.

Avoid:

• Complex transitions
• Cutting it too close on timing
Be comfortable with your content and presentation.

Don't rely on a script or read off a page.

No one else will know if you don't say the 'right' thing.
Pro Tips

Practice.

Practice your presentation **OUT LOUD** as many times as possible.
Pitching Online

Tips and Tricks

- Check your equipment
- Minimize potential interruptions
- Use notes strategically
- Focus on slides
- Make eye contact... even through the camera!
- Check on your audience
- Record your presentation
- Use a dual monitor
Evolution Program
Who is Evolution for?

- Tech-based entrepreneurs.
- Founders who want to take a concept from ideation to validation.
- Pre-revenue companies, or companies with minimal sales.
- Companies working on their MVP (Minimum Viable Product)
- Companies looking to refine their business model.
- Companies looking to attract their first customers.
Apply Now!

Next cohort starts: June 2023

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