

# Power Point Guidelines

For pitch competitions

# General Presentation Guidelines

- Know your stuff! Practice your presentation A LOT to be sure the timing and content are within the guidelines for the competition
- Establish your credibility and competence
- Do not read your slides, use them as reference for the audience
- Provide enough information to get the judges interested without trying to educate them
- Tell your story
- Leave them wanting more!

# Power Point Guidelines

- The presentation can be a maximum of 5 minutes.
- Following are slides outlining the content your presentation should address
- You do not have to follow the same order, just be sure all points are covered in your presentation

# One slide per topic follows:

- Title Slide
- Problem/Solution
- Customers
- Market
- Competition
- Strategic Milestones
- Next Steps
- Conclusion Slide

# TITLE SLIDE

Introduce yourselves, make eye contact and be confident!

Team or Company Name

Presenter Names

Venue

Date



*Include an image of your product,  
illustration of your service, or a logo*

# PROBLEM/SOLUTION

- 30 second summary:
  - Describe your product or service – why did you come up with the idea?
- What is the problem you want to solve?
- Why is your solution better than the existing solution?
- Who are your current supporters and advisors?

# CUSTOMERS

- Who has the problem your product or service solves?
- Why will they want to use your product or service?
- These are your “target customers”
- Are there other customers that might use your product or service?

# MARKET

- Where will you sell your product or service?
- How much will it cost?
- How much does it cost to make or to offer?
- If all your “target customers” bought your product or service, how much money would that be?



# COMPETITION

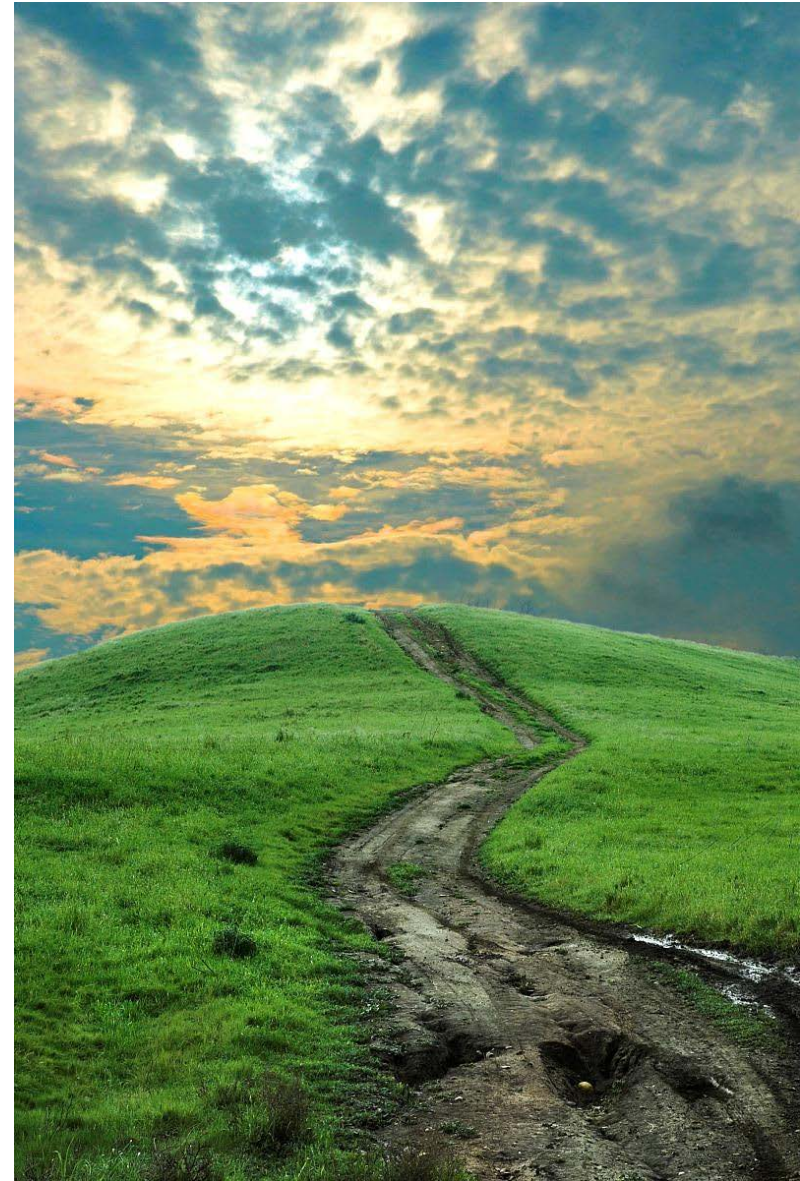
- Who else is working on this problem?
- How is your solution different?
- Can customers solve the problem you propose by themselves?
- If no one else is doing something similar, can you explain why?

# STRATEGIC MILESTONES

- What happens when?
- What are the key steps to get your product or service out there?
- What will you need to operate for the first year?
  - Consider equipment and space needed for production and management
  - What will this cost?
  - How will you pay for it?

# NEXT STEPS

- This is where you *visually* lay out your plan
- Make a simple chart showing key steps to starting your business
- Show the funding needed to achieve them
- Show how you plan to secure that funding (winning this competition counts!)



# CONCLUDING SLIDE

Summarize your concept in a sentence or catchphrase, thank the judges, and you're done!

Team or Company Name

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