



**Technovation** iridescent  
**CANADA**

Unit 10 – Live Pitching

# Review

- ➔ Weekly Check in
- ➔ Share with the group



# Prepping for Live Pitch

- ➔ Create a Pitch Deck
  - Small number of slides focused on essentials
  - 1 slide per topic – readable and engaging
- ➔ Rehearse to build confidence
- ➔ Practice answering questions
- ➔ Relax and have fun!!!

# Keep it Simple Rule

- ➔ No more than 10 slides
- ➔ 30 Point font
- ➔ Use visuals
- ➔ Make it engaging



# The Beginning

## ➔ **Title Slide**

- app logo, team name, mission

## ➔ **Problem/Opportunity**

- Describe your problem and solution
- Use a visual, tell a story

## ➔ **Value proposition**

- Why your solution is unique and solves the problem

# The Middle

## ➔ **App solution**

- Describe your app and features

## ➔ **Business model**

- Who are your users and how will you make money

## ➔ **Market Plan**

- How will you reach your customers

## ➔ **Competitive Analysis**

- Who are competitors and why are you better

# The End

## ➔ Team

- Your team roles, your advisors

## ➔ Projections and milestones

- Your current status, next milestones
- Senior team your financial projections

## ➔ Close

- Get your message across one last time
- Ask your audience for funding, help, use your app

# Strong Opening

➔ ***Ask a Question.***

“Have you ever tried to find a great babysitter?”

➔ ***Imagine.***

“Imagine for a moment that you could not afford lunch”

➔ ***Statistics.***

“Did you know that 20% of homeless are youth...”

➔ ***Quote.***

“As Malala said – Education is education”



# Build Your Confidence

- ➔ Practice pitching
- ➔ Have friends and family ask you questions
- ➔ Pitch to a mirror
- ➔ Get your mentor feedback



# Handling Questions

- ➔ Practice getting questions
- ➔ Listen
- ➔ Don't get defensive
- ➔ If you are not sure what the judge is asking, clarify
- ➔ Don't be afraid to say you don't know
  - "I don't know that answer, but what I can tell you is ..."

# Remember

- ➔ No matter what happens you and your team are **AWESOME**



# Next Steps

- ➔ Keep developing your app
- ➔ Finish up your business plan
- ➔ Start your pitch
- ➔ Have fun!!!

