

O2 App Building Contest

Module 4 – Pitching your app.



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Never forget ...



**Every individual has
his own style, his own
way of presenting
himself on and off the
field.**

- Sachin Tendulkar

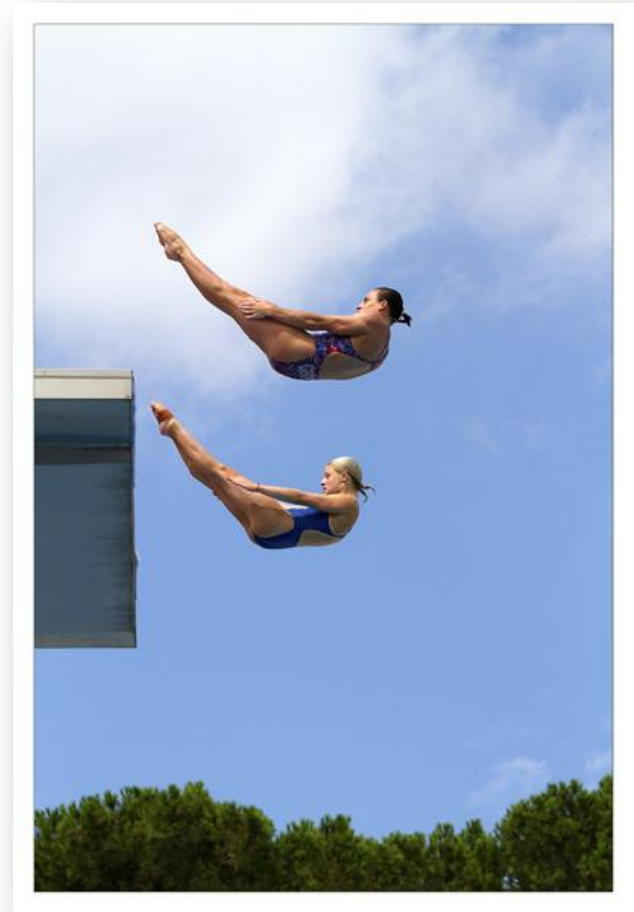
Presentations and public speaking skills are not limited to certain special people ... **anyone can give a good presentation.**



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Like most things ...
**It simply takes a
little preparation
and practice.**



But remember ...
Enjoy yourself.
Relax and don't
take yourself too
seriously.



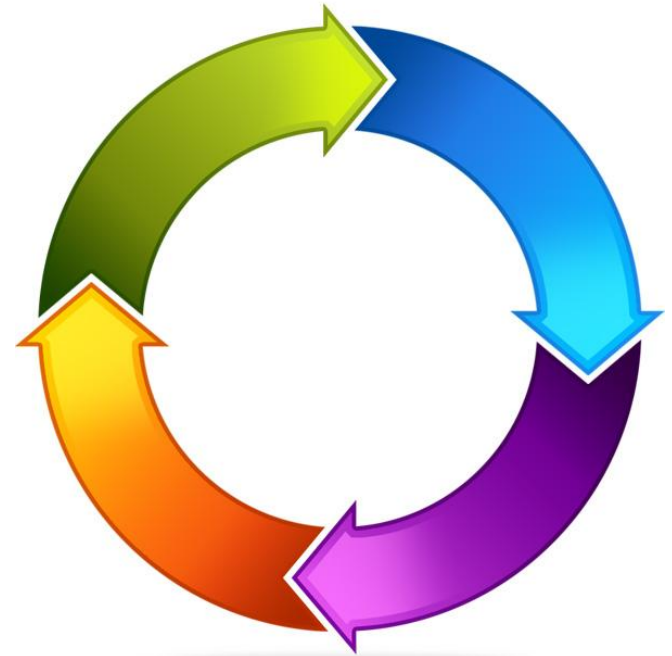
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Getting started.



Structure: The Flow

- Start with an introduction
- Including an "agenda" or set goals
- Provide the content & information
- Summarise the presentation



Structure: Last is first!

Most people attending a presentation will "remember" no more than five key points, therefore ...

- Identify the five most important points / concepts / facts of your pitch.
- Start with the Last Slide! It should emphasize the most important points you plan to make.
- Once you have visualized those points, it's relatively easy build your presentation around them.



Effective Communication

The fact is - “If you are reading this you aren't listening”

- It is more effective to use a combination of images + text + narration



Effective Communication: Exhibit A

BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH
BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH

- Blah blah blah blah blah blah blah blah blah blah
blah blah blah
- Blah blah blah blah blah blah blah
 - blah blah blah
 - blah blah blah blah blah blah blah
 - blah blah blah blah blah
 - blah blah blah
 - blah blah blah

Effective Communication: Exhibit B



What's your story?

When preparing the remaining content, define your story and ask yourself:

- How can I hold the audiences attention?
- How can I capture their imagination?
- How can I convince them that this matters?
- How can I make the most out of my time up here?



Presentation Tools



- **Powerpoint** - Non-free presentation program, part of the Microsoft Office, and runs on Microsoft Windows and Apple's Mac OS X operating system.



- **Prezi** - Rather than individual slides, you build a Prezi on a single, infinitely large workspace. You can zoom in and out of specific slides, videos, photos, or text to take your audience through your presentation.



- **Glogster** - Web-based tool that allows you to easily create multi-media posters called "glogs."

Presentation Tools (2)



- **VoiceThread** - students can upload an image, document, or video and then record their own narration.



- **Xtranormal** - "If you can type, you can make movies."



- **GoAnimate** – Create personalized cartoons by creating their own drag-and-drop characters and using their own voices.



- **Pixton** – Click-and-drag comic creator that's FREE for anyone

Rules for a successful pitch.



KISS – Keep It Super Simple

The more complicated you let things get, the more trouble you can expect:

- New technology is wonderful, but don't break in new equipment 15 minutes before the presentation starts.
- Keep your presentation focused on the message, don't get carried away with special effects and razzle-dazzle.
- Check out everything in advance. Then check it again.



Rehearse the Presentation

There's something to be said for winging it:
"Forget It!"

- To present the most professional image, you need to know your material.
- It's ok to use notes, but wandering presentations that lack focus
- Using slides or a laser pointer for the presentation? Rehearse the presentation with these devices.



•Don't memorise

Rehearsing is one thing, committing the presentation to memory and performing it by heart, is not the way to go.

- You need to present, not to recite.
- Use your notes very sparingly.
- Too much time spent reading notes may convince your audience that you are unprepared.

```
Richard listens attentively. Susan looks hot.

                RICHARD
This place is beautiful, don't you
think?

                SUSAN
(not very
enthusiastically)
yeah, yeah it's very pretty...

Anwar walks toward one end of the aisles and calls the group.

                ANWAR
Now, I'd like to show you the
materials that were used to build
the walls...

The herd moves docile toward Anwar's voice.

24 EXT. SMALL EATERY, MOROCCAN DESERT -- LATER

The group of tourists spread about a small eatery with open
air tables on a dusty terrace. A bus is parked behind them.

At a table, on one end of the terrace with views to a cluster
of mountains, Richard and Susan look through some menus.
Richard seems at ease in this place. Susan appears to be
bothered by the dust and otherness.

A waiter brings a plate and some cutlery.
```

Dress for success

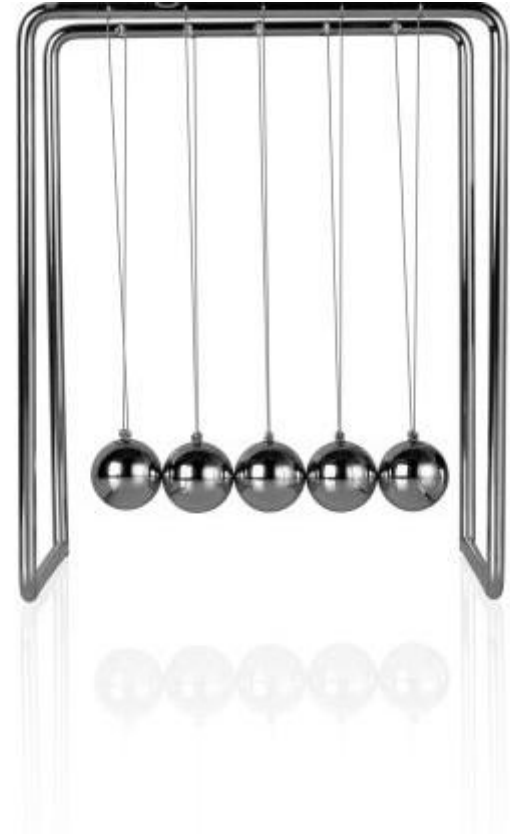
- Some say you can never overdress for a presentation. Others will disagree.
- Everyone agrees you should never under dress.



Pace yourself

Don't go too fast, or too slow

- A general rule, every "slide" deserves at least 10 seconds, and none rate more than 100.
- If you find yourself spending several minutes on one slide, consider breaking it up!



Good presenter: Thomas Saurez (TEDxTalk)



Why its great?

- Comfortable and confident on stage
- Prepared, knows the topic and enjoys talking about it
- Steady pace
- Presentation is both graphic, informative and personal

Watch here:

<http://www.youtube.com/watch?v=ehDAP1OQ9Zw>

Bad presenter: Booher Consultants



Why its great?

- Not prepared or organized
- Lacks confidence
- Not professional
- Silly, not clever
- Does not try to engage with the audience

Watch here:

<http://www.youtube.com/watch?v=wXILI9Q1jlw>

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For your pitch ...



Using everything you've learned throughout the competition, find a creative way to pitch your app concept to the judges. Remember to answer the following questions ...

- What is your app concept? Why is it a great idea?
- Who is the app for? Why do they need it?
- Will your app be for iPhone, Android, Blackberry or other? Why?
- What is your commercial strategy? Why will this work?
- What will your app look like? Why did you choose this design?

... and other key points we've discussed along the way that are important to your app concept.

Additional resources.



Additional sources

- <http://digitaldollar.edublogs.org/2010/03/15/powerpoint-schmowerpoint-teach-kids-to-create-really-engaging-presentations/>
- <http://www.presentationzen.com/presentationzen/>
- <http://www.presentation-pointers.com/showarticle/articleid/64/>
- <http://www.businessballs.com/presentation.htm>
- <http://www.worketiquette.co.uk/giving-a-presentation.html>

Additional sources (pg. 2)

- <http://www.slideshare.net/vinamaria/making-it-sticky-how-to-effectively-present-your-ideas>
- <http://www.slideshare.net/antoniogadaleta/go-to-meeting-presentation-secrets-of-steve-jobs-2757539>
- http://www.youtube.com/watch?v=RHX-xnP_G5s&feature=related

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Good Luck!

