

Venture Idol 2008

Presentation Rules

Elevator Pitch – no PPT slides just your creative and passionate words – 1 MINUTE

- Focus on the big idea
 - **10 seconds** – what can you say about your product to get the audience’s attention
 - **10 - 15 seconds** - Explain what the pain is in the marketplace
 - **15 - 20 seconds** - State what the innovation does and why it is unique (how it solves the pain)
 - **20 seconds** - Explain the value proposition (the key benefits for the customer)
- Memorize the pitch – don’t read
- You may use a prop if you can carry it on and off the stage
- Keep to approximately 200 words (1100 words in typed format)
 - Ensures an appropriate pace without rushing
 - The key is that the listener understands the innovation... don’t talk too quickly or provide too much information
- Avoid technical language/terms that the listener might not understand
- Use analogies
 - For example, if you are conveying an idea to provide national certification for lab technicians, say, “it is like a CPA for lab techs.”
- Express excitement and passion for the innovation
 - How will you change lives, a market, or at least make the end-users’ lives better?
- Be believable
 - Avoid unsupported generalities or huge numbers that cause the listener to question your credibility
- Strive for the “Wow!” or “That’s cool!” reaction from the audience – leave them wanting more information (a second “date”)
- There will be 2-3 Minutes of Q&A from the judges after your pitch. Answer their questions clearly but concisely. You want as many questions as possible.

Finalists Round – maximum of 5 PPT slides

– 5 MINUTES

- Provide more detail on the product and the market
 - Re-emphasize the pain in the marketplace
 - Describe more fully what your product does – not techie, 3rd grade level
 - Explain how the product is unique relative to current solutions
 - Revolutionary (brand new) vs. evolutionary (better mousetrap)?
 - Discuss benefits rather than features of the innovation – engineers design by features but customers buy benefits
 - What’s the potential of this idea and how big is the market?
 - Discuss market potential in terms of number of customers or even gross revenue, but don’t discuss profits, ROI or funding needed

 - Describe how you will get the product to market

 - Don’t forget to stress the “coolness” of the idea and how it changes a market or people’s lives

- Presentation style tips
 - Utilize the “6 x 6 Rule”
 - Maximum of six one-line bullets per PowerPoint with six words per bullet
 - Present any data clearly
 - Charts and graphs are preferable to tabular data
 - Avoid fancy type faces (e.g. *Harlow Solid Italic*)
 - Choose colors carefully as some do not show well on screen
 - Proofread!
 - Maintain good eye contact – don’t read a speech
 - Smile, enjoy and have fun!!!

- Q&A with the judges will be up to 5 minutes following your presentation