

Pitch Deck Final Deliverable

Your presentation will be in the form of a **pitch**, therefore you will be structuring your dialogue and framing your decision-making **for a client**.

The pitch will be no longer than **6 minutes**. *(You will need to practice)*

The pitch will be turned in a folder called **Final Deliverables** in your Team Folder via the class Google Drive.

Format can be **PDF, Figma Link, Google Slides, Powerpoint**, or **Keynote**.

Pitch Framework

1. Emotional Connection: Start by establishing an emotional connection in order to improve your chances to convince your audience. You can pose questions, provide personal anecdotes, or explain why you choose this product.

2. Show the Problem (why): Convince your audience that you are addressing a substantial problem that is worth solving.

- What was the assigned task? What is the problem?
- How do you know if it's a problem? What main research and findings do you have that backs this up?
- Who are you solving this problem for?

3. Draw the Solution (how): Show how you are aiming to solve the problem in general lines, without exposing your product (yet).

- What are some of the alternative solutions that people are using today?
- Why are they not working out for them?
- What is your solution and primary goals?

Pitch Framework

3. Introduce Your Product (what): Create the first brand impression and expose your (awesome) product to the world like a true leader.

- Show us the main changes to your product redesign and how they directly relate to your solution, goals, and problems.
- Walk us through your designs via clear screen grabs, mockups, clickable prototype, and/or any optional animations that showcase different features of your redesign.

4. Make them imagine (vision): Grab back the attention and make them remember your pitch. Wrap up by providing your vision and future of your product.

- Remind your investors why they should care.
- What is your vision and/or future goals?
- Why are you driven to achieve this vision?

Pitch Approach

The best approach is to weave a compelling, 6 minute story about **what's wrong** with the world, *what* the **inevitable solution** is, *how* **your product** happens to be that solution, and *why* **your company will succeed**.

Your story should lead to your product being the logical conclusion of whatever problem you identify. As long as it's compelling and concise, you're set.

The goal of your short pitch isn't to drag the investor through every last detail of your business, it's to **excite** them and **engage in a conversation** afterwards.

Pitch Tips

1. Build with Purpose

Build around a main goal, purpose, and driving concept. Use what you know from your user insights, market, and competitive research to frame your conversation.

2. Be Confident

Confidence is king, if you can express it appropriately. You can have something exceptional on your hands, but if you pitch it with zero confidence, guess how the client perceives that? Don't be the "all knowing designer" either however. Be real and be confident; don't be stubborn to feedback.

3. Build a Stunning Presentation

Second to confidence in presentation is the visual storytelling. Help clients better understand the product as you do. Putting a design in context is really impactful.

4. Be Prepared

Come prepared with notes and take notes during the pitch. Don't mistake this for reading from the table the entire time though. People want to work with people, not robots. Be human and have emotion. You should have a clear list of items, key takeaways, from the meeting. Those become your action items and you should recite those back to the client to end the meeting. It will show you listened and documented what needs to be tweaked.

Pitch Tips

5. Frame Your Story

A pitch should be a nice journey for the client, an impactful, digestible ride through how you got to certain decisions—the thinking behind it all, how you felt as you pushed through certain directions, and how excited you are with where it's headed. The visuals should follow that same cadence. You start with the small unpolished bits and build with momentum to the refined direction. You want to create a sense of, "We have arrived and it feels so good."

Pitch Do's & Don'ts

Don't

Exceed 20 words per slide. You get one headline phrase, one sentence caption, and that's it. Slides aren't scripts, they're a visual guide for your audience. Everyone in the room should grasp a slide the moment they glance at it.

Do

Use one phrase (headline) per slide, maximum.

Use one sentence (caption or subheader) to complement your headline, maximum.

Use one image (visual representation of the headline or caption) per slide, maximum.

Source non-licensed images. Especially if you can't afford a designer or photographer.

Credit your team.