

Pitch Deck

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Your presentation will be in the form of a **pitch**, therefore you will be structuring your dialogue as if the class were the **client**.

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

You will need to **frame your decision-making** into a well organized pitch deck:

Introduce us to the **problem/solution** and your **rationale** for how you designed the product.

Then follow it with multiple **mockups** and if you want any animations that showcase the different features of your redesign.

The pitch will be turned in via the class **Google Drive**, named appropriately, and as a **PDF, Google Slides, or Figma Link**.

Video

Video will be an additional **1.5 minutes** in length

Provides the **context/problem**

Promotes/explains the design solution

Gives a **call-to-action**.

The video allows us to **see your product in action** and better understand how it works in context.

Pitch Framework

1. Emotional Connection: Start by establishing an emotional connection in order to improve your chances to convince your audience.

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

What is the problem?

How do you know if it's a problem? Do you have primary or secondary research to back 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?

Pitch Framework

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

How does your product work without giving away too many details? Keep the explanation simple and concise with a few screen grabs of your product.

How does it bring value to your customers?

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?

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.