

# Presentation tips

Notiztitel

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first question:

Why would you want to give  
a presentation?

Q2

What would make a good presentation excellent?

Q3

How would you "seduce" someone to invest in you?

Aida:

Attention

Interest

Desire

Action

Attention  $\Rightarrow$  3 sec

Interest  $\Rightarrow$  30 sec

Desire  $\Rightarrow$  3 min

Action  $\Rightarrow$  3 min

Rest is redundant

## Exercise: first two steps

I am an investor you want to see desperately. you have send me your businessplan twice and you have send me a dozen emails

Now you spot me drinking coffee. What would you do

How not to pitch <http://www.youtube.com/watch?v=azRzqI3BJ2A&feature=related>

Tips by Guy Kawasaki <http://www.youtube.com/watch?v=l-8EQPpA4DM>

- Tips by me:

- **Attitude**

- No fear!! Audiences feed on fear
- Be prepared, know your stuff, what if ....
- Be clear
- Be short

- **Preparation**

- Know your objective, what do you want to achieve in this pitch
- Know your audience, what do they know, what do they seek what do they fear
- Know your message, what message do you want to convey. One message only.
- Choose the medium that delivers your message

- **Execution**

- Attention:** ask a question, tell an anecdote or show something
- Interest:** who are you, what problem do you solve and how do you solve it
- Desire:** explain product/service, customers/market, and sales/profit
- Action:** explain implementation, requirements and pose the question!

- **Nono's**

- Presentation too long, too many detail, no details, boring
- To cocky, promises you can't keep, too many assumptions
- Not prepared, no answers, no idea what you are talking about
- underestimating competition.



