

Make A Winning [hackatrain] Pitch



How long is the pitch?

The Pitch is 3 Minutes long - that's around 400 words, 27 sentences.

Practice against a clock on Tuesday. There is a hard cutoff: if you take too long, they won't let you finish!

The Q&A is 2 Minutes long.

Check the Slideshare for more tips on the Q&A.



How do I create my story?

Brainstorm with Post-its, not PowerPoint, to create the storyline.

Leave the software alone until you've had time to think. Get the ideas out of your head using Post-Its.

Only make slides once you have the storyline clear. This will save you a lot of time.



What do they want to hear?

**Problem you solve, Creativity/Solution, Execution/Demo, Business Model/Feasibility, Your Personal Enthusiasm
A demo is required!**

The jury will judge on UX, Originality and Value



How to open the pitch?

**Open Powerfully:
make the first word count!**

Don't waste time on saying, 'I'm happy to be here...' etc. Get into the pitch - what are you solving? How big is the problem? Are YOU excited about your idea?

Practice this out loud. The first seconds are the moments of biggest stress, make sure you're ready to go!



Don't over explain details!

**Use The Power of Three;
stick to the headlines**

Three minutes disappears before you know it!
Don't get lost in the details.

Got seven things you want to tell them about? Break it down to the most important three points. Easier to understand, and to remember!



Finish like a professional.

**Don't finish with a shrug of the shoulders...
Finish with a bang!**

The last 30 seconds are the first thing they will remember about you, your idea and your team.

Make a plan for the last thirty seconds - remind what they've seen, and why they should choose YOUR idea.



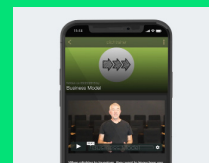
Oh... One More Thing!

**Why do YOU believe in this idea?
Your enthusiasm counts!**

Pitching is a great opportunity to share your passion for what you do. Why do you think what you and the team created matters? What's the coolest thing about what you've done?

Enjoy the moment!

Pitch Workshop 11am Tuesday 2 June



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