# Pitch & Video Guidelines

*Unit 8*

# Agenda

- [Review deliverables](#)
- Pitch Video [Requirements](#) and [how to make a great pitch](#)
- Review: [Submission process](#)
- Review: [Judging process](#) & [Judging Criteria](#)
- [Wrap Up](#)

# What are your deliverables?

**A complete submission from a team consists of the following deliverables:**

- **App source code** (Java, Objective-C, Swift, C#, or .aia file accepted)
  - If developed in App Inventor, please follow the [instructions listed](#) to export the appropriate .aia file.
  - Please upload your code to Google Drive or [GitHub](#) and share the link to your repository rather than uploading the file.
- **4-minute video pitch** (+/- 10 seconds, upload to YouTube or Vimeo and share the link)
- **2-minute app demo video** (+/- 10 seconds upload to YouTube/Vimeo, share link)
- **Business plan** (PDF format), consisting of the following components:
  - Product Description
  - Potential Market Size
  - Competitive Analysis
  - Branding and Promotion
  - Potential Revenue
  - What features did the team originally plan for and what was actually built into the prototype?
  - What does the team plan to build in the future and why?
- **Team photo** (with mentor and teacher included, if possible) for each team
- **100-word app description**
- **Completion of post-survey** (link will be available in each individual registrant's dashboard upon login)
- These are due on April 21, 2016 at 5pm PST.

# Pitch Video Requirements


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- All members of the team must speak
- Video can be up to 4 minutes long
- The video can be any format the team wants
    - Possible formats include: Skits, Slide Presentations, Testimonials from users
- The video must be uploaded to youtube or vimeo, and the link must be shared through the Technovation submission platform

# What makes a great pitch?

# How do you make a great pitch?

- Start with a hook to grab people's attention
- Tell the story of your app
    - *Who, What, Where, When, Why, How*
- Sell your company to whomever is listening.
    - How would you persuade a customer to purchase your app?
    - How would you finish the sentence "It's worth investing with us because..."?
    - Connect potential customers/investors with an idea and not just the app
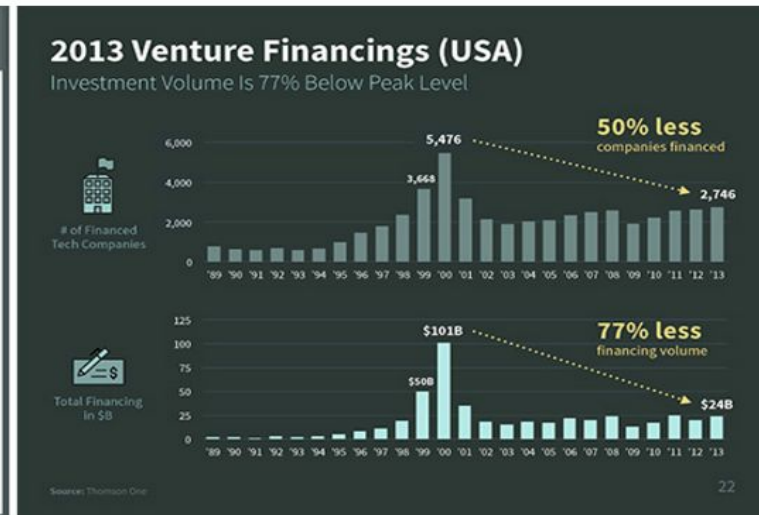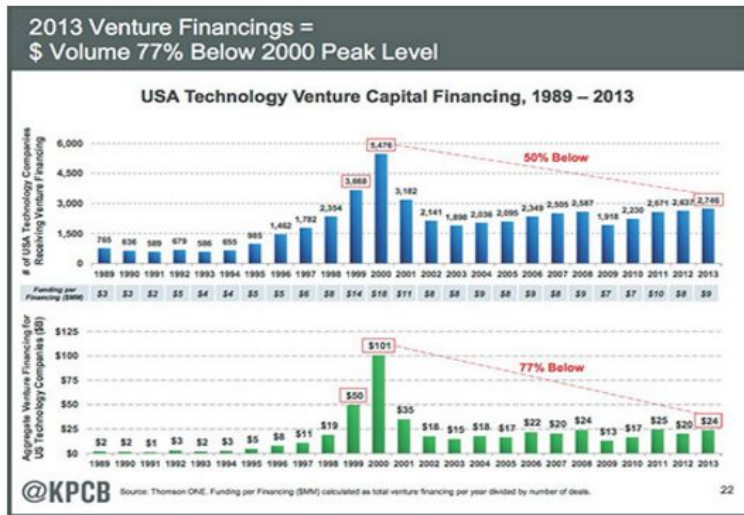


*Bonus: Check out [this article](#) (and podcast!) from B Plans about how to take a pitch from good to great.*

# Making your slide deck:
## Getting started

**1st draft: focus on information**     **2nd draft: focus on visual appeal**



**A slideshow (or slide deck) is a standard tool to use during a pitch.**
- Don't worry about formatting when you begin -- focus on the information first, then the visuals.
- Stay organized – set up a clear beginning, middle, and end to your presentation
- For your second draft, add graphics and quotes to reinforce your message, and start focusing in on the visual elements of your presentation.

# Making your slide deck:
## Visual Presentations

Check out these resources before you get started on refining your presentation's visuals:

- [7 tips on creating visual presentations](#) by Emiland De Cubber who [redesigned Mary Meeker's 2014 slides and was featured by Bloomberg](#)
- Additional [design principles](#) to remember as you refine your presentation



*Tip:* *Add screenshots of your app and relevant photos and videos of your community, the problem your app addresses etc.*

# Example: Airbnb

This slideshow is the Airbnb's first pitch deck. Compare it to their [current branding](#).

# Plan your pitch video



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Write out your script. Secure access to a video camera, an extra audio-recording device, and a computer to edit your video.

# Tips for a great pitch video

- Make sure everyone is loud and clear. Good audio is critical to understanding your pitch. Make sure there is minimum noise.
- Have a strong opening.
- Speak clearly and confidently.
- Use open body language, large gestures (more tips on body language).
- *Show* us the problem (and your solution). Don't just tell.
- Make eye contact with the camera.
- Use a script if possible. Instead of using "um" and other filler words, try pausing or taking a breath instead.
- Please don't chew gum or candy when speaking.
- Dress for success. Make sure your outfits are appropriate.
- **SMILE!** Be proud of your work.

Additional Resources: Tips from Indiegogo on strong video pitches

# Great Technovation Pitches

Check out this sample of previous Technovation pitches. Each one has a different strength!



*Creative ending*



*High energy!*



*Great app demo*



*Great story telling & illustration of the problem*

# Video & Editing Tips

- Sound Quality
  - Be sure to select a quiet space to record your video. This is very important as it affects the quality of the entire video.
  - If you can, use a separate audio recorder, as it will probably be better than the camera's built-in audio (If your phone has an audio-recorder, try it out!)

- Lighting
  - Use multiple sources of light ( table lamps, natural light from a window, overhead lights etc.)
  - Remember to turn <u>all</u> the lights on if your surroundings are dark

*Give yourself enough time to fully test your video set-up -- film a practice pitch, or a test shot or two. Try to give yourself enough time to practice film editing as well.*

# Other items to complete

- Business Plan
- Final, polished version of 100-word app description
- Photo of your team
  (check out these [tips on taking good team photos](#))

# Submission Process

Every team will submit their deliverables online through my. technovationchallenge.org

- ONE team member will to upload all the deliverables for a team.
  - This is done by clicking the "Edit Submission" button within your profile snippet at my.technovationchallenge.org and following the instructions there.

- This means that either a student, coach, *or* mentor can be designated to submit the deliverables. (Remember that you need to create and be part of a team on the platform before you start your submission!)

**Reminder: All deliverables must be submitted online by**
**April 21st at 5 pm PT**

# What are you being Judged on?

[Find the rubric here](), and learn more about the judging criteria and the judging process on the following slides.

# Judging Process: First Round

**First Round: Regional Pitch Events and Virtual Pitch Groups**

All teams who submit all required materials to the global Technovation website by the app submission deadline will compete for a place in Technovation's Global Semifinal Round. This first round of the competition may happen either in person or online.

**Official Regional Pitch events:** In a few regions where Regional Ambassadors are engaging 50+ girls they will be supported to organize Official Regional Pitch events (through a partial grant). Judges for these Official Regional Pitch events will submit their scores to the global Technovation website, and the winner(s) of these official events will automatically advance to the Semifinal Round.

**Informal Regional Pitch events:** In some communities, Technovation Ambassadors will organize informal Regional Pitch events, just as they have in past years. These events will give the girls an opportunity to practice public speaking as they present their apps to their local communities. Any winners of these events should feel extremely proud of their great accomplishment, and we encourage local press coverage of such high achievers. However, these winners will not necessarily advance to the Global Semifinal Round. Instead, *their eligibility for the Semifinal Round will be entirely determined by the team's performance in their Virtual Pitch Group*.

**Virtual Pitch Groups:** all teams who submit their apps by the deadline and who are not scheduled to participate in an Official Regional Pitch event will be automatically assigned to a "Virtual Pitch Group" with other teams from their division, and then scored by a panel of judges through the Technovation website. The winner(s) from each Virtual Pitch Group will move on to the Semifinal Round.

# Judging Process:
# Semifinals, Finals & World Pitch

**Semifinal Round: Virtual Competition through Online Judging Panels**
Semifinalist Teams will be evaluated online by a panel of judges. From the Semifinalists, 10 Finalist teams will be selected. Finalists will be announced by end of May.

**Final Round: 10 Teams Win a Trip to San Francisco**
10 Finalist Teams will win a trip to San Francisco -- with their flights and hotel expenses paid by Technovation -- for the World Pitch event in mid-July.

**World Pitch Winners: One Middle School Team + One High School Team**
2 Teams, selected from the 10 Finalist Teams, will each win $10,000 towards incorporating their app businesses and further developing their mobile apps. One team will be selected from the "Middle School" division and the other will be selected from the "High School" division.

# Judging Criteria: Objective Items

- Did the team identify a real problem in the community?
- Does the app solve the problem that was identified?
- Is the prototype fully functional?
  - Contains at least 3 screens with all buttons and links functional and no obvious bugs
- Does the prototype go beyond static information?
- Does the prototype match the feature list defined in their product description?
- Is the User Interface intuitive and easy to use?
- Does the product description adequately describe the app's function *AND* value?
- Potential Market Size - are estimates clearly explained? Are user groups defined?
- Potential Revenue - are calculations and explanations thorough and believable?
- Branding and promotion - are a logo and promotional plans included? Are they well explained and exhaustive?

**45 total objective points**

See rubric here

# Judging Criteria: Subjective Items

- Is the Pitch compelling?

- Can you see this app being used by consumers?

- Does the app have growth potential?

- Is the Business Plan sound and thorough?

**10 total subjective points**

See rubric here

# Wrap-Up

- Rehearse your pitch
  - Pitch in front of different audiences and get feedback
  - Remember to have a really good hook for your pitch. Is there a story you can tell that illustrates the problem you are trying to solve with your app? Why are you passionate as a team about solving this problem?
  - Stand up straight, relax your shoulders, and take a deep breath.
  - Look squarely towards your audience or the camera, and try to maintain eye contact throughout your presentation. You may need to glance at notes periodically, but avoid reading them word for word.
  - Hold your hands in front of you naturally. When making key points, use your hands for emphasis, pointing to visual aids or raising and lowering them slightly in time with key points.
  - Dress for success!
- Test video sound and lighting
- Record the first cut of your pitch video
- Finish presentation slides
- Continue development and testing of your prototype
- Post pictures of your team on [Facebook](Facebook)!

# Additional Resources

[Pitching Rubric](#) (Provided by Accenture)

[Pitching Activities](#) (Provided by Accenture)

[Telling Your Story](#) Video: How to Pitch Your Business Model (Provided by Accenture)

# Wrap-Up & Share

- Share photos on [Facebook](Facebook) and [twitter](twitter)

- Polish work on your pitch in the workbook

- Post any questions or difficulties you may be encountering on the Technovation [Facebook](Facebook) page, and we'll help!