



Presentation Skills

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"Generally, the more slides and text a person uses, the less he or she has to say."

Guy Kawasaki, Garage Ventures



define your objective

know your audience

engage as appropriate

be prepared for anything



**define your objective:
what are you trying to achieve
with this *specific* pitch?**



**what do you need to
communicate in order to get
there?**

nothing more, nothing less



**Explain yourself in the first
minute**



know your audience



who is in the room?

what do you know about them?

what is their priority? Their objectives?

why should they spend more time listening to you?



**tie back to specific things
you know about your
audience**



engage as appropriate



say something **fresh** and
unexpected – research beyond the
obvious and create **linkages** that
are **unanticipated**.



**use strong data points to grab
attention and gain buy-in**



40%



tell your story

- personal experience
- character experience

be compelling










come full circle

The Business Model Canvas

Designed for:

Designed by:

On: Day Month Year
 Iteration: th

<h3>Key Partners</h3>  <p>Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?</p> <p>KEY RESOURCES FOR PARTNERSHIPS Distribution and assembly Production of parts and assembly Supplier relationships and activities</p>	<h3>Key Activities</h3>  <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?</p> <p>CHANNELS Production Problem Solving Platform Network</p>	<h3>Value Propositions</h3>  <p>What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?</p> <p>CHANNELS Delivery Performance Customization "Getting the Job Done" Design Brand Status Price Cost Reduction Risk Reduction Accessibility Convenience/Usability</p>	<h3>Customer Relationships</h3>  <p>What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?</p> <p>CHANNELS Personal assistance Individual Personal Assistance Self Service Automated Services Communities Co-creation</p>	<h3>Customer Segments</h3>  <p>For whom are we creating value? Who are our most important customers?</p> <p>Market Segments Mass Market Niche Market Segment Demographic Multi-sided Platform</p>
	<h3>Key Resources</h3>  <p>What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p> <p>KEY RESOURCES Physical Intellectual Financial Human Potential</p>		<h3>Channels</h3>  <p>Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?</p> <p>CHANNEL PROBLEMS</p> <ol style="list-style-type: none"> 1. Discovery How do we know customers that we can engage, produce and sell to? 2. Education How do we help customers understand our organization's Value Proposition? 3. Purchase How do we help customers purchase products and services? 4. Delivery How do we deliver Value Proposition to customer? 5. After sales How do we respond to customer support requests? 	
<h3>Cost Structure</h3>  <p>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</p> <p>BY KEY RESOURCE TYPE Cost of Raw Materials and Components, Low price value propositions, Acquisition, construction, customer relationship Value of Service (Specialized value creation, premium value proposition)</p> <p>BY KEY ACTIVITY TYPE Fixed Costs (salaries, rent, utilities) Variable Costs Economies of Scale Economies of Scope</p>		<h3>Revenue Streams</h3>  <p>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?</p> <p>FIXED License Fee Royalty Fee Subscription Fee Licensing/Trading License Consulting Advertising</p> <p>FIXED FEEING List Price Product/Service dependent Customer segment dependent Volume dependent</p> <p>REVOLVING FEEING Regenerative/Usage-based? Price Management Rent other Market</p>		



Prepare and practice



Keep slides simple

- Single word, phrase or photo
- Charts, flow diagrams



Demonstrate confidence

– voice projection & body language

Know how to handle Q&A

Don't try to one-up your partner



be prepared for anything



extra data slides

analog presentation

shorter or longer time



Questions?



Activity

Guy Kawasaki's 10 slides

- Title
 - Problem
 - Solution
 - Business Model
 - Underling Magic
 - Marketing & Sales
 - Competition
- Team
 - Projections
 - Status & Timeline