Purpose:
Generate a presentation and website that can be used to advertise your project. The presentation and website should be capable of helping you find funding. Ideally, if you are on schedule, you shouldn't need to do much, if any, additional engineering work - particularly if you have kept your design notebooks up-to-date. Rather, this is more an exercise in communication efficiency and your ability to communicate with a non-technical audience.

For the sales pitch presentation, you need to explain the purpose, importance, and impact of your project to a non-technical audience. The sales pitch is often also called an elevator pitch, so think in terms of the 5 W's of elevators pitches and sales. Include your mission statement and an abridged set of the most critical objectives. Use the example provided on the website or in lecture and the outline below as a guide. Make personal connections with the audience. Help them care, and at the same time make them believe you will succeed based on your proposed concept, schedule, and budget (performance, time, money).

Your website should provide an interested party the purpose, importance, impact, and current status of your project. You need to provide the purpose, importance, and impact in a concise home page (i.e. the 5 W’s). Include your mission statement and your top level objectives. Provide an easy to understand accounting of your current status with respect to performance, time, and money. As your project progresses keep this up-to-date so potential investors can follow your progress. For interested parties provide access to more in depth analysis for completed milestones particularly if they are a compelling part of your story. Finally, provide contact information for interested parties.

Your website will constitute a public disclosure, so if you believe you have patentable materials you need to discuss with me and potentially contact OTTED before your site goes live and you give your presentation.

A – PRESENTATION (SALES PITCH)

Audience: Educated, but non-technical (i.e. be very careful with jargon)
Format: Formal (Questions at the end)
Time: 5 min for presentation plus 10 minutes for questions. During lecture time on 23 April, order will be chosen by random number generator. Your stakeholder is invited but not required for this presentation. A copy of your presentation, in ppt format, must be sent to Dr. Trimble (atrimble@hawaii.edu) and your section instructor, by 0800 on 23 April. These slides will be loaded onto Dr. Trimble’s computer and will be the slides you will present. You may not make changes or send revisions after 0800 on 23 April
Participation: 2-3 presenters represent the entire team.
Attendance: You must attend all presentations (virtual attendance through Zoom for Spring 2020 semester).
Dress Code: Business professional (Hawaiian)

Suggested Presentation Outline (5 slides for 5 minutes with 1 minute per slide):
1. Title Slide
- Includes team/company name, project title with one-line subtitle to catch the essence, name(s) of presenter(s), and date. Include a catchy image (possibly as background) appropriate to project.

2. **Introduction Slide**
- Introduce yourself and your team (including relevant qualifications). In one to two sentences, tell us what your technology is. Tell us your Value Proposition. Try to use the following formula:
  - \{team name\} \{helps\} \{audience\} \{get\} \{key benefits\} \{through\} \{secret sauce\} \{featuring\} \{key features\}

3. **Problem/Opportunity Slide**
- Indicate why there is a current problem & what the “pain” is that needs to be solved
  - Use firsthand conversations with customers (Voice of the Customers) where possible and if applicable
  - Don’t be fluffy. E.g. if you are in a completion don’t manufacture a problem or opportunity based on the completion’s wider purpose. Provide the real problem you are solving. A system that completes these tasks better than others or before. Similar examples apply for non-competition teams. Describe any opportunity in your field/market that might provide an opening for your technology.

4. **Solution Slide**
- Describe your product in terms of benefits
- How does your technology solve the problem / pain in the field (market)?
- Indicate why your product solves the pain better than anyone else in the field (market), i.e., show why your product is better than competitors.
- Show why your solution is attractive to this field (market) and why it would be readily adopted.

5. **Market/Funding Slide**
- State the financial situation and schedule (differentiate between development cost and unit cost).
- What is desired from the customer to aid this project (funding amount, equipment, expertise, etc.)?
- State the benefits to the customer, e.g.:
  - tax-deductible donation to UH Foundation
  - advertising/PR – include logos on your product and presentations
  - possible future employees
- Give contact information and “Mahalo!”

**Essential Takeaways**
- Maximize imagery and minimize words in your presentation slides!
- Show your enthusiasm (passion) for your product/project – make it infectious.
- Smile!

**Presentation Rubric:**
You will be evaluated based on how well you addressed the following merits:
- **Content of Slides:** see slide instructions
- **Sparkle:** statistics and stories that show results or concrete value
- **Simplicity:** Jargon free language that anyone can understand
- **Passion:** how much you care about what you are pitching – without being artificial
• Flexibility: use of framework and adjustment to the audience
• Preparation: quality of the pitch
• Duration: how well did you stay within the 5 minute limit

B – WEBSITE
Your website will be evaluated for the following items:
• Visual – Is the website visually appealing? Does the home page grab my attention? Does the home page provide the key high-level information so in one page I know what you are doing and why I care?
• Organization – Is the information provided in a logical order? Appropriately? Easy to assimilate?
• Navigation – Can I easily find what I am looking for? (especially your current status in performance, time, and money)
• Content
  o Purpose, Importance, Impact
  o Mission Statement
  o Objectives
  o Performance status (i.e. to what level do you currently meet your technical objectives)
  o Time status (i.e. How is your schedule looking? Will you finish on time? What is your next expected major milestone or achievement?)
  o Financial status (i.e. Are you currently on, over, or under budget?)

Submission Information
• Sales Pitch Slides
  o 0800, 23 April 2020
    ▪ Email Dr. Trimble (atrimble@hawaii.edu) a copy of the slides you will use to present in ppt format.
      • Subject:
        o [ME 481 2020s] – Team Name – Sales Pitch Slides
      • File naming convention:
        o me481_2020s_salesPitch_abbreviatedTeamName.ppt
• Website
  o 1700, 24 April 2020
    ▪ Email Dr. Trimble (atrimble@hawaii.edu)
      • Subject:
        o [ME 481 2020s] – Team Name – Website Submission
      • Body
        o “Our website, [Team URL], is ready for review.”