SALES PITCH
AND WEBSITE

ME 481 Senior Design
Fall 2021

Dr. Trevor C. Sorensen
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.
  – Exercise in communication efficiency and your ability to communicate with a non-technical audience.
Website

- You need something that provides an interested party more information that is current.
- You need to provide the purpose, importance, and impact in a concise introduction (i.e., the 5W+H: Who, What, When, Where, Why, and How).
- 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 investors or potential investors can follow your progress.
  - You can also provide access to more-in-depth analysis and calculations that are interesting and a compelling part of your story, but are difficult to communicate in a brief presentation.
- Finally, provide contact information for interested parties.
Sales Pitch Presentation

• Inform an educated, but not technical audience (e.g., potential investors or sponsors) about your project/product to persuade them to support you
  – Support can be funds, resources, materials, PR, technical or business advice, etc.

• Make them believe you can succeed

• Get them excited in your project and it’s potential
Sales Pitch Presentation Format

• 5 minutes for presentation (strict limit – cutoff at 5 min.)
• No questions during presentation – 2 minutes Q&A
• 1 or 2 presenters only (pick your best)
• Similar to “elevator pitch”
  – Elevator pitch is about 2 minutes and uses no slides
  – Depending on opportunity, your actual sales pitch may be longer (see Interstel Technologies pitch) – tailor it to the time you have been allotted.

• Maximum of 5 slides (with rubrics):
  1. Title Slide (5 points)
  2. Introduction Slide (10 points)
  3. Problem/Opportunity Slide (10 points)
  4. Solution Slide (10 points)
  5. Funding Slide (10 points)
Sales Pitch Presentation Format

1. **Title Slide**
   - Include team/company name
   - Project title with one-line subtitle (catch the essence)
   - Name(s) of presenter(s)
   - Date
   - Catchy image
2. Introduction Slide

• Introduces team & qualifications

• In one to two sentences, tells us what is the technology/product (abridged Mission Statement) and the Value Proposition.

Example:

{team name} {helps} {audience} {get} {key benefits} {through} {secret sauce} {featuring} {key features}
3. *Problem/Opportunity Slide*

- Indicates the current problem that needs to be solved
  - Use “voices of the customer” if appropriate
- Describes any opportunity in your field/market that might provide an opening for your technology
4. *Solution Slide*

- Describes the product in terms of benefits
- States how the technology solves the problem in the field
- Indicates why the product is better than the competitors
- Shows why the solution is attractive to the field and why it would be readily adopted
5. *Funding (i.e., Bottom Line) Slide*

- States the financial situation and schedule
- States what is desired from the customer to aid this project
- States the benefits to the customer
- Gives contact information and “Mahalo!”
# Sales Pitch Presentation Rubrics

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Description</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sparkle</td>
<td>Statistics, images, and stories that show results or help sell the product</td>
<td>10</td>
</tr>
<tr>
<td>Simplicity</td>
<td>Jargon free language that anyone can understand</td>
<td>10</td>
</tr>
<tr>
<td>Passion</td>
<td>How much the team cares about what they are pitching?</td>
<td>10</td>
</tr>
<tr>
<td>Responsiveness</td>
<td>Adjustment to the audience and fielding of their questions</td>
<td>10</td>
</tr>
<tr>
<td>Preparation</td>
<td>Quality of the pitch &amp; Requested Funding Level</td>
<td>10</td>
</tr>
<tr>
<td>Duration</td>
<td>How well did the team kept within the 5 minutes limit?</td>
<td>5</td>
</tr>
</tbody>
</table>
Final Tips

• Use lots of images and graphics – words are boring (any text should be interesting)
• You can use animation (image overlays) to present more information per slide, but don’t overdo it and don’t make it look crowded
• It is VERY important to grab and keep the audience’s interest – humor can be very effective if used properly
• Avoid monotone speech or showing hesitation – avoid the speed fillers “ahh…, like…” etc.
• Practice, practice, practice until it is smooth & natural

SHOW ENTHUSIASM ABOUT YOUR PRODUCT, WHICH IS THE BEST THING EVER
Final Tips

IT'S MAGIC
Space Spectaculars!

STS-98 Launch
2/7/2001

MMIII Launch
VAFB 9/19/02

Clementine’s View of Earth Over Lunar North Pole Mar. 1994