

SALES PITCH AND WEBSITE

ME 481 Senior Design

Fall 2023

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*). Introduce your team.
- 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 its potential

Sales Pitch Presentation Format

- 5 minutes for presentation (strict limit – cutoff at 5 min.)
- No questions during presentation – 2 minutes Q&A afterwards
- 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 (*essential!*)

Sales Pitch Presentation Format

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}**

Note: alternate words can be used instead of the ones shown in italics as long as the essence of the value proposition is captured.

Sales Pitch Presentation Format

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

Sales Pitch Presentation Format

4. *Solution Slide*

- Describes the product in term 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

Sales Pitch Presentation Format

5. *Funding 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

Attribute	Description	Score
<i>Sparkle</i>	Statistics, images, and stories that show results or help sell the product	10
<i>Simplicity</i>	Jargon free language that anyone can understand	10
<i>Passion</i>	How much the presenters care about what they are pitching?	10
<i>Responsiveness</i>	Adjustment to the audience and fielding of their questions	10
<i>Preparation</i>	Quality of the pitch & Requested Funding Level	10
<i>Duration</i>	How well did the team keep within the 5-minute limit?	5

Final Tips

- Use lots of images and graphics – words are boring (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 – and don't use large overlays as way to increase slide count
- 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...” etc.
- **SHOW ENTHUSIASM ABOUT YOUR PRODUCT, WHICH IS THE BEST THING EVER**

Final Tips



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**

