



Focus & Flexibility

For Startups

- What are the goals and requirements of your presentation? Get clear on things you must say and any other special factors. Don't miss out because you missed something out!
- What are the other main points you want to make? **Don't try and tell too much.**
 - What are the key words or short facts in each of your points.

Topics for content creating

These topics work for all occasions. They are the “ingredients” of your business and its market.

Market/Opportunity- you might think and talk about a problem in private or with the team, but be business-like and publicly talk about the market and what the opportunity is.

Product/Service- make sure it is clear WHAT you are making!

Team- why can WE build this?

Now = the Present Where are we now? –honestly! E.g. Idea stage/prototype/10k users

Next = the Future What are our plans? What do we need?

Finances/Money/Value What does it cost? Profit margin? Investment needed and if yes, for what and when? Relate it to the Future plans.

Competition = other similar companies or what do people do or use now to achieve what your product or service does?

*****THIS LIST IS NOT IN A FIXED ORDER! *****

The Content = Key Words/Data

Find the **5-7 most important keys words/facts** in each topic.

A word can be in more than one topic.

Nouns first, then

Verbs, then

Adverbs and then

Adjectives

Find the most “concrete” words first.

The words or facts must be specific- not general words like “innovative” or “unique”. Your project might be unique, but people want to know how and why.

Quick Example- if you heard the following, you'd have a good idea of the project:

Diabetes, 400 million people, skin patch, insulin, 10 years MD, \$15, Monthly Cost.

Can you accurately describe your project in 7 facts like this?

Any reader or listener should be able to understand nearly every aspect of the business or project.

Putting it all together

DO NOT MAKE SLIDES AT THIS POINT!!!

The topics you must talk about are the filling in your talk or presentation “sandwich”.

Without a filling there is no sandwich!

The filling comes from your key word list.

Building up presentations becomes a more constructive and a positive action than always trying to figure out what parts to edit out.

MAKE THE CLOSING MESSAGE FIRST !

After the key word process figure out what is the **closing message** you want to leave the audience with.

The situation/example in your ending that you make better with your product or service can be the example situation (opportunity) you use in your opening.

Work backwards- what do you feel comes logically before the ending, what logically comes next (still going backwards).etc

If you find you have just 10 seconds for your beginning you will find something very short to say. Forcing yourself to do that will make a more interesting opening “hook”.

Remember- the topics’ list earlier is not in a fixed order.

These topics can be in any order that suits the occasion, the closing message and all other variables that you need to consider.

Recap

What topics must you talk about?

What are your key words/facts in each of those topics?

What is a powerful ending- a summary, a reminder, a visionary statement?

What must you include from your key words/facts so that:

A) Your ending makes sense.

B) You cover the requirements for the event. Figuring out your beginning comes last.

Keep the beginning short, get onto what you are doing as soon as possible.

Get comfortable with a structure- the order you talk about the topics.

Then see where or if slides can support your words.

The most important slide comes at the end- how to contact you!

If you are making or planning a device- show an image of it.

If your device or service fits into an existing process or eco-system then use animations to show where it fits in. You can end up with a complex slide but build up to it as you verbally explain it.

If you are building an app- mobile or web, show some screenshots or mock-ups of screenshots- don't bother showing a login page- just the one or two most important ones.

Team slide shows there is a team- no long biographies. Name/job title.

No slides and images that show feelings-your idea of what "freedom" means might not be other people's.

Find out do you need a title slide or not- it is very powerful to have just someone talking at the beginning. If you put a lot of information on a title slide it is a spoiler alert.

The art of putting everything together is saying something which makes an audience wonder what is coming next- this keeps interest and engagement- the real purpose of communication.

And be yourself!

Your project might not be totally unique, few are, but you, and what you bring to your project are.

People (partners, investors especially) buy into teams. Don't hide behind templates or the standard startup presentation advice on the internet!