

Pitch Deck -

Keep it Simple

Forbes *How to Create a Pitch Deck* - <https://bit.ly/2O9uhza>

*Top Eight Rules for Creating a PowerPoint Presentation* - <https://bit.ly/37Z0jow>

Download free Pitch Deck templates -

<https://www.canva.com/presentations/templates/pitch-deck/>

Do's & Don'ts

Do - Use Dark or White background.

Do - Use Black or White font

Do - Use simple Sans Serif Fonts. Serif is acceptable.

Don't - "Fun" or Handwritten fonts are not acceptable. Prime example - Comic Sans

Don't - Use over 30 words per slide

Do - Keep font over size 24

Don't - Use more than 6 lines of text

Don't - Read your slides

1st Pitch -

Tell the story.

Communicate the Why

Get your audience invested in you and your mission

Communicate your mission

2nd Pitch -

Reiterate the problem

Introduce your solution

Keep your solution explanation simple. 30,000-foot overview

Final Judging -

Retell your story with the whole picture in mind. You can integrate your solution into the problem now that you understand the full picture. Introduce your solution at a 10,000-foot overview.