NVC Pitch Presentation Guidelines:

Presentation Format: NVC Teams will have 5 minutes to present followed by 5 minutes of Q&A for each round.

Number of Slides: An ideal amount of slides for this 5 minute pitch is around 10-15 slides. Think around 30 seconds per slide.

Slide Format: Slides will only be accepted in Powerpoint Format.

Content: Make sure to review the judging criteria to make sure your presentation aligns with what the judges are being asked to assess. Some examples of slides you could include are listed below:

- Title Slide
- Problem
- Solution/Opportunity
- Value Proposition
- Business Model
  - Cost (What price are you selling it for?)
  - Distribution Strategy (Go to market strategy, distribution channels)
- Competitive Analysis
  - Competitive Advantages (Who is your competition and what is your competition)
- Market & Customer
  - Market Validation (Direct customer testimonials are helpful)
  - Market Size
- Team
- Current Status (Including any accomplishments), Milestones and Timeline

Slide Advice

- Advice from Guy Kawasaki on Font: “Thirty-point font. The majority of the presentations that I see have text in a ten point font. As much text as possible is
jammed into the slide, and then the presenter reads it. However, as soon as the audience figures out that you’re reading the text, it reads ahead of you because it can read faster than you can speak. The result is that you and the audience are out of synch.” (source)

- Pay attention to your visuals. Do they add or subtract from your presentation? Can you still read any text?

**Speaker Considerations:**
- Build excitement and engage your audience from the beginning. Help the audience believe in your venture by giving relatable scenarios or customer experiences.
- Include powerful visuals that help your audience understand and engage with your venture.
- Your team may be five people, not everyone needs to speak. Think about your strengths. Ideally you’d have one speaker. Think about how you can reduce transition times.
- Look at the audience not your slides. Know your slides well enough that you do not have to stare at them while presenting. Engage the audience.

**Best Practices for Q&A:**
- Make sure that you answer the question that you are being asked.
- Think about the questions you may be asked ahead of time and have a strong concise answer.
- Shorter concise answers will go along way and allow judges to ask the questions they want to ask.
- Appendix Slides: Save the in depth details for Q&A. You can have slides to support answers to questions that you expect but don’t necessarily have time for during the presentation.