

Towards Successful Presentations

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About the Instructor – Rakesh Kumar, Ph.D., IEEE Life Fellow

- President (2012-13) of the IEEE Solid-State Circuits Society with approximately 10,000 members
- TCX President and CEO (2001 - present)
 - Consulting services to over 25 start-up and Fortune 100 companies
- Ei2 President and CEO (2005 – 10)
- UCSD Entrepreneurism Center – Technology and Business Adviser (2012 – present)
- Workshops/courses on Semiconductor innovation, entrepreneurship and opportunities
 - Adjunct Professor, Yonsei University, Seoul, South Korea
- 43 years Semiconductor Industry Experience
 - TCX (16 years)
 - Cadence Design Systems (6 years)
 - Unisys (19 years)
 - Motorola (2 years)
- Author of “Fabless Semiconductor Implementation”, McGraw Hill, April 2008
 - A primer for entrepreneurs, as well as the experienced on the breadth of issues in the formation, and operation cycle of fabless semiconductor companies
- Author of numerous publications and presentations
- Distinguished Lecturer for the IEEE Solid-State Circuits, and Electron Devices Societies

Objectives today

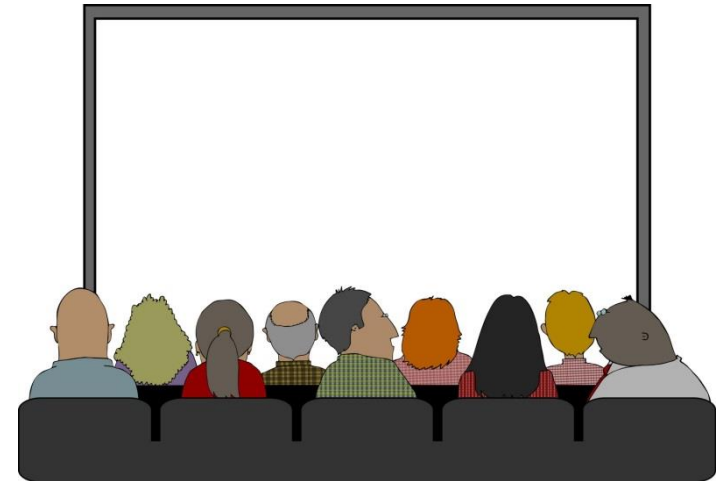
- Expanding your Presentation Perspectives
 - Technical – University, Industry,..
 - Business – Industry,..
 - Start-up
- Focus on CONTENT Development (vs. Presentation skills)
 - PLAN
 - ORGANIZE
- Start-up “Pitching”

For good Content – must PLAN the presentation



- **What** do I want from this presentation?
 - YOUR Goals and Objectives

- **How** might this be done?
 - **Who** is the **Audience**?
 - **What** do **they** care about?
 - What do they want to hear?
 - How can I get their attention?



Ref: Thomas Leech, “How to Prepare, Stage, and Deliver Winning Presentations”

Ref: <http://www.code.ucsd.edu/~pcosman/MichaelAlleySlides>
http://www.writing.engr.psu.edu/speaking/rethinking_psu.pdf

For good Content – must **ORGANIZE** the presentation

- Time and other constraints
 - e.g., 20', therefore # slides required @ 2' /slide
 - Leave time for questions
 - Anticipate a min-set of slides/messages in case time runs out
- Your **Top 3 messages**
 - Intro - Tell them what you will tell them
 - Body - Tell them
 - Summary - to Tell them what you told them
- Select a “catchy” **Title** appropriate for the context and the audience
- On each slide...make sure the audience knows the **ONE** (maybe 2) **key points** you are making

Start-up Presentation Key Elements

PRODUCT

- **What** is your offering – a “Tag” line? ...basis for 60second “elevator pitch”
- **What** is the problem you are solving?
- **What** is your solution?
- **How** you do it?

CUSTOMER DIFFERENTIATION

- **Who** will buy it? ...Market Research, GET OUT and TALK to Customers
 - How much will they pay?
- **Who** is your competition?

MARKET BIZ MODEL

- **What** is the Market Size?
- **How** will you Market it? Channels?
- **What** is the Business Model?
 - **How** will you make Revenue? Profit?

For Start-up presentations to Investors and Customers

- Guy Kawasaki **10** slides/**20'**/**30** font size rule
 - [Guy Kawasaki's 10/20/30 rule](#)
-

Guy Kawasaki

<http://guykawasaki.com/the-only-10-slides-you-need-in-your-pitch/>
<http://visual.ly/only-10-slides-you-need-pitch>

THE ONLY 10 SLIDES YOU NEED IN A PITCH

The purpose of a pitch is to stimulate interest, not to cover every aspect of your startup and bludgeon your audience into submission.

Your objective is to generate enough interest to get a second meeting.

Thus, the recommended number of slides for a pitch is ten. This impossibly low number forces you to concentrate on the absolute essentials. You can add a few more, but you should never exceed fifteen slides—the more slides you need, the less compelling your idea.

THE TEN SLIDES ARE:

1

TITLE

Provide company name, your name and title, address, email, and cell number.

2

PROBLEM/OPPORTUNITY

Describe the pain that you're alleviating or the pleasure you're providing.

3

VALUE PROPOSITION

Explain the value of the pain you alleviate or the value of the pleasure you provide.

4

UNDERLYING MAGIC

Describe the technology, secret sauce, or magic behind your product. The less text and the more diagrams, schematics, and flowcharts the better. If you have a prototype or demo, this is the time to transition to it. As Glen Shires of Google said, "If a picture is worth 1000 words, a prototype is worth 10,000 slides."

5

BUSINESS MODEL

Explain who has your money temporarily in his pocket and how you're going to get it into yours.

6

GO-TO-MARKET PLAN

Explain how you are going to reach your customer without breaking the bank.

7

COMPETITIVE ANALYSIS

Provide a complete view of the competitive landscape. Too much is better than too little.

8

MANAGEMENT TEAM

Describe the key players of your management team, board of directors, and board of advisors, as well as your major investors. It's okay if you have less than a perfect team. If your team was perfect, you wouldn't need to be pitching.

9

FINANCIAL PROJECTIONS AND KEY METRICS

Provide a three-year forecast containing not only dollars but also key metrics, such as number of customers and conversion rate. Do a bottom-up forecast, not top down.

10

CURRENT STATUS, ACCOMPLISHMENTS TO DATE, TIMELINE, AND USE OF FUNDS

Explain the current status of your product, what the near future looks like, and how you'll use the money you're trying to raise.

3

VALUE PROPOSITION

Explain the value of the pain you alleviate or the value of the pleasure you provide.

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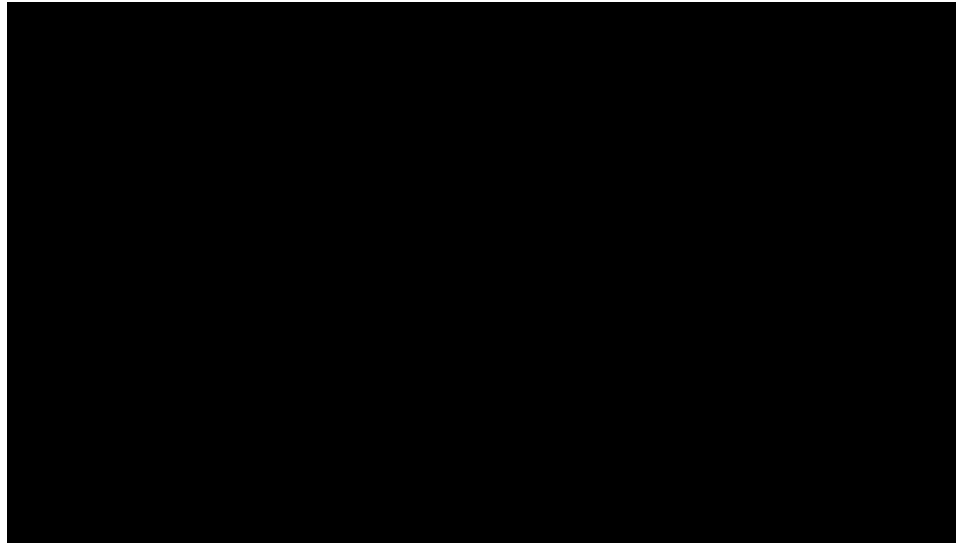
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UCSD Entrepreneur Challenge

Alex Zaretsky, Founder GrollTex



<https://www.youtube.com/watch?v=dmD-yfVz2TY>

Tag-lines

- One-liner “catchy” statements that tell the “whole” story!
 - Use on the Title page
- Example - Domino's
 - *“Hot fresh Pizza delivered to your door in 30 minutes, or it's free”*

CSE 190D Example Presentations



IntelliKit_Gannon

60” Elevator Pitch

- If you run into a potential Customer CEO in the elevator...
- *What would you say to get invited to a follow on meeting?*
 - Get the attention with a problem that resonates
 - You have the only “must-have” solution
- Don’t memorize, carry the 3 key points you need to make
 - The Problem
 - Your Solution
 - Differentiated, so you are the only one that can provide it!

Summary

- PLAN and ORGANIZE your presentations
 - Catch the audience attention
 - Convey your key messages
- “Win” your next presentation
 - Technical review
 - Job Interview
 - At Work
 - To a Start-up Investor or Customer