

Presentation Strategy Sheet

① Why?

What are your professional and personal key drivers for this pitch presentation?

1 _____

2 _____

3 _____

4 _____

5 _____

② Who?

Who will be the receivers of your pitch presentation? Do you know their names already, or can you cluster them into segments?

1 _____

2 _____

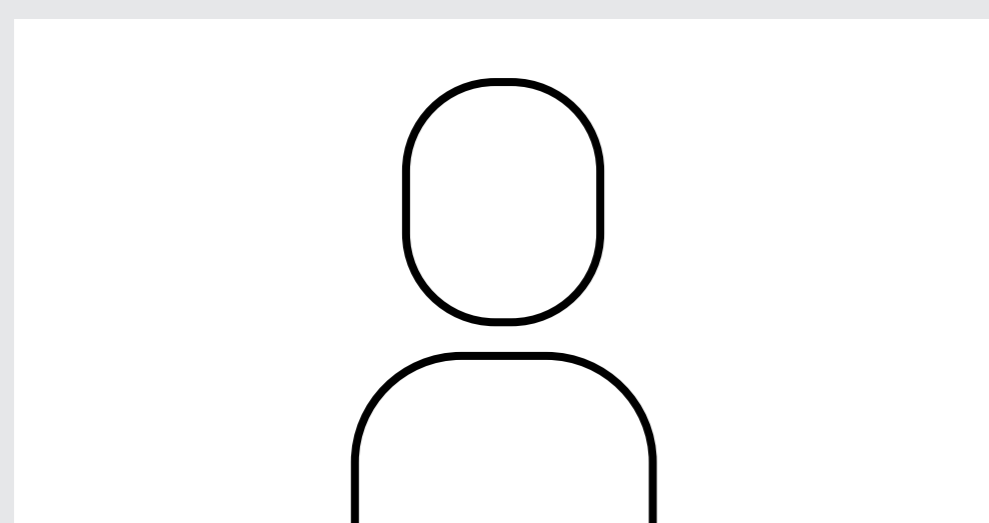
3 _____

4 _____

5 _____

③ Audience profiles

Gain empathy by creating profiles of your most important receivers.



NAME _____

GENDER & AGE _____

JOB TITLE _____

LOCATION _____

PROFESSIONAL BACKGROUND _____

COMMUNICATION STYLE _____

DEPTH OF KNOWLEDGE (OF YOUR TOPIC) _____

OBJECTIVES _____

EXPECTATIONS _____

VALUES & PERSONALITY _____

INTERESTS & LIFESTYLE _____

SELF PERCEPTION _____

SOCIAL PERCEPTION _____

TYPICAL QUOTE _____

④ Benefits

What is their benefit from your idea?

⑤ Counter Arguments

What could your audience potentially ask that might weaken your position? What would your answer be?

COUNTER ARGUMENTS	YOUR ANSWER
1 _____	_____
2 _____	_____
3 _____	_____
4 _____	_____
5 _____	_____

⑥ Smart Goal

What are your objectives for your presentation ?

e.g.: Our goal is to raise €300.000 to move our idea into the project phase, to hire at least 3 people with a background in UX design, tech and business development, and to have the prototype ready by the end of the year.

S = SPECIFIC
M = MEASURABLE
A = APPROPRIATE
R = REALISTIC
T = TIMEBOUND



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