

Adv Web Design Studio

HW4 – Pitch Deck

Due Friday Oct 4, 2019 at 1pm on Courseworks

What to turn in:

1. A url where your website is hosted live.
2. A PDF of a pitch deck
3. A video of you narrating your pitch deck (Should be under 5 minutes)

Part 1. The URL of your site

Now's your last chance to battle server setup stuff. Thank you all for supporting each other – both for asking for help and for offering it. Computer science is a team sport!

Part 2. A Pitch Deck and video.

Last week you turned in slides that described your process, impact, and learnings. Now we are doing something different. We are pitching this as a start-up to Venture Capitalists. We highly recommend following the following format:

1. The slides should start with the homepage of your app -which should say the name of your application, and have relevant graphic design (probably images!) to communicate what it does.
2. It should motivate the desperate need clients have for your site. To simplify the narrative, pick one of the user groups to focus on (either the buyer or the seller).
3. Show us a real example of a target user who used your system to accomplish their goal.
 - a. Show their picture and give a few persona-like details of them (name, age, gender (if relevant), location, occupation, goal)
 - b. Show the screens they encounter and what they do on them. If there is a form, show the form filled out. Obviously, the data will be real because this person accomplished their real-world goal.
 - c. Show some form of success – them attending a workout of a pass they bought, signing a contract for the job they just got, a email of the time and place of the date they set up, a picture of the leftover food they just ate, them wearing the clothes they just bought, etc.
4. End with a statement that focuses the viewer on how important this is. These statements are often hugely grandiose. That's ok, For Stena, it could be – *“Stena brining local artists into local stores. We are the future of supporting the treasures of our community”* Or something like that. I just made that up in 2 minutes.
5. No bullet points!

I highly recommend storyboarding your pitch desk and writing yourself a full script. When I don't have a full script to read from, I start to ramble and say stupid stuff. Better too scripted than too rambling.

No matter what script you follow or what you say,

Your mission is to convince an investor that this site has a viable user base, solves a problem, and has already made an impact.

I reverse the right to show these videos in this class and in future classes, like I did with Sam and Stena to show on the first day of class.