

Note: This is a text guide for how to structure your presentation. Create your own beautiful slides with few words, illustrative images and decisive data.

Kickbox Project Presentation Guidelines

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Outline

Topic	Time
Who are you?	:10 secs
Why are you here?	:20 secs
Summary statement	:20 secs
Problem hypothesis	:30 secs
Solution hypothesis	:60 secs
Business model hypothesis	:30 secs
Customer validation data	:90 secs
Key unknowns / risks	:30 secs
The Ask	:30 secs
Discussion	5 Mins

We value individual expression and pitch techniques, so the order and method is up to you, but address each of these topics clearly and concisely.

- Your red box project name.
- Your name(s), photo(s), other brief info.

Example:

Your Project Name

Your Photo

Your name
Title
Group

- “Would like your feedback and support of this project.”
- Show pictures and names of current ‘supporters’ (people you’ve presented to who have said they are supportive, whether they invested or not).

Example:

Become a supporter!

<input type="checkbox"/>	Name Title Group	<input type="checkbox"/>	Name Title Group
<input type="checkbox"/>	Name Title Group	<input type="checkbox"/>	Name Title Group
<input type="checkbox"/>	Name Title Group	<input type="checkbox"/>	Name Title Group

- The big idea in one clear sentence.

Example:

“A <product/service description> for <target customers> that <key value> enabling <primary benefits> unlike <existing alternatives>.”

“A portable music player for audiophile music lovers that plays music files from lossless formats enabling improved quality and more enjoyable music unlike iPods and other compressed file music players.”

- Who is it for?
- What is the problem they have (sometimes there isn't an existing need, instead it may be an opportunity for a customer to be delighted).
- How many people have this problem? How painful is it? Enough that they will pay to fix the problem (or be delighted)?
- Extra credit: Why do you care about this problem? (Why are you doing this?)

Notes

- Try to begin with something your audience can relate to or that is personal to you. Pictures are good, particularly if it's of a real user, even better if you've talked to this user. If you have a video, you can use it to show the problem, but only if it's very short.
- Some presenters spend too long on the problem. Focus on one or two key aspects. Giving more and more examples of variations of the same problem doesn't help - it distracts. Get it across in 30 seconds and move on to the solution.

- Show the product with a mockup. It doesn't have to function or be complete. It can be a still made in Photoshop or Powerpoint. If it helps get the idea across, cut and paste UI from existing products. It can even be a hand drawn sketch.
- Explain why will this be uniquely valuable to your customers over alternatives? What makes it special / different?

Notes

- When showing a mockup, don't show the whole experience. Just the key user value. Don't waste time covering obvious or standard features. We already believe you can make a good, competent product, so just show us the **amazing** parts that **surprise** and **delight** users.
- Highlight the clever new twists you're adding that have never been done before.
- Differentiate! DO NOT propose a solution that is only incremental improvements or combinations of functionality that already exist in other products. Don't increment on the state-of-the-art, blow it away.

- What is your best guess on market size? Number of users? Total market revenue?
- How will this make money? You can have more than one hypothesis but avoid seeming like “all of the above”.
- How will customers learn about it? Where will they buy it?

Example:

- Market for widgets is 8 million users spending \$4B/yr.
- Revenue: \$5 per hour online rental after 30 day free trial.
- We estimate average revenue per user greater than \$80/yr.
- 5% market share = \$40M/yr business
- We'll build awareness with online display ads and print ads in three industry publications. Customers will buy either direct from Adobe.com or via in-app purchases.

- What data do you have to support your hypothesis? Here's where you prove you have momentum with REAL people.
- Qualitative
 - Potential customers you've talked to directly.
 - Who are they? (photos / names are good)
 - What did they say? (direct quotes are good)
- Quantitative
 - Could be web hits, uniques, sign-ups, Facebook likes, Twitter followers, survey results
 - If you have a website, show it briefly before showing response numbers.
 - Conversion rate is important. Total uniques divided by signups = %.
 - Share any key learnings (e.g., ads that worked, that did not, conversion tactics, keywords, site changes etc.). Showing progress and learning is very good.

Note: Do not just show web analytics screen grabs. Pull out the key numbers. Explain what you believe your data proves.

- What parts of your hypothesis are you most skeptical of? Be honest and sincere. It lends credibility that you are not blind to downsides.
- *Note: Stick to the highlights. Do not try to be exhaustive. These questions/risks set up your ask, so make sure they connect logically.*

- Ask for the resources you need to get the next validated data (probably data that addresses a key risk from the previous slide).
- Be specific! Dollar amount, headcount, time, other resources.

Example

“We need \$5,000 and six weeks. That will allow us to test if cost of customer acquisition can be under \$12 (key risk).”

Notes

- After you ask, shut up. Let them be first to speak.
- **Insist on a Yes or No answer. You'll learn more from the “Nos” than “Yesses”.**
- **If “No”, ask “What data would we need to presented to have gotten a “Yes” from you today?”**
- Do not ask too high! Ask for an amount they can say “Yes” to right now.
- Remember, you're asking for an investment in further learning, not a commitment to ship a product.
- You don't have to get everything you need from one person.

Discussion and Feedback

The REAL feedback only comes AFTER you ask for money.

- Keep your answers short. The best questions aren't the first questions.
- If possible, have someone take notes for you so you can engage fully.
- If a new unknown/risk is brought up, ask "What data might address that?" Turn it into a brainstorm/discussion with them.
- Turn concerns into a Yes: "If we could get that data/answer, would you be willing to invest in this idea?"

When they are done asking questions. Ask questions of them:

- "What do you see as the key risks/unknowns?"
- "Who else could help us improve this / move forward? Will you introduce us?"
- "Thank you. Would you be willing to meet with us again once we've gotten this data/answer?"

Tips: How to be successful

- Make it personal. Tell a story. Share what you've learned, why it matters to you and should matter to Adobe. Look at the audience not your slides.
- No walls of text! 20 words or less per slide. Four bullets or less (preferably, none).
- Use real pictures to tell your story. Use slides only to show things you can't say. Do not put text you could be saying on a slide. Print your own notes if you need to. If the audience is reading your slides instead of looking at you, that's bad.
- Practice. Time your practice. Practice in front of people.
- Get to the end fast. You're not learning anything while you are talking. You only learn when they are talking. Leave **more than half** of the total meeting time for questions and feedback.

Yes, these slides break all these rules but this isn't a presentation.
It's a guide to creating a presentation.