

## Guidance for your Pitch

- Each pitch must be no longer than 5 minutes in length, and then we will have time for 2-3 questions at the end.
- There is a maximum of 6 slides, including your title slide.
- Ensure your presentation is engaging and clear. Keep text to a minimum, instead think of ways you can use visuals. It may be a short video of your prototype in operation or images to identify the benefits your pitch will have.
- Think about your slide design - font size (minimum 24 pt); limit text to 3–5 bullets per slide; colours and visuals - your presentation needs to be readable by everyone in the lecture theatre.
- Use consistent notation and terminology.
- Practise your timing carefully—5 minutes goes by very fast.
- Speak slightly slower than normal.

Here is an example of your presentation structure, but ensure you make it your own and it reflects your project:

### **First Slide: Title and Context (30 seconds)**

Include:

- Project title
- Your name and affiliation
- One short sentence describing the domain or application area

**Middle Slides:**

This section is up to you, what is the best way to present that amazing work you have achieved? (visuals will be very important)

Here are some questions to consider:

- What are you trying to solve?
- How did you get this idea?
- What has been done already?
- What have you researched?
- What is the current situation?
- Who will need/buy this?
- What impact will it make?
- Is there anything similar already?
- What is your solution?
- What gaps or needs does it fulfil?
- How did you go about designing your solution, your methodology?
- What are your results or findings to demonstrate that your idea is successful?
- What have you measured this against?

**Last Slide: Conclusion and Impact (30-60 seconds)**

Include:

- Main contribution(s) in 1–3 bullet points
- Potential applications or implications
- What is your future progression, what is next?

## Final Checklist

Before presenting, confirm that:

- € Your main objective is stated clearly
- € Each slide serves a single purpose
- € The presentation fits within 5 minutes
- € A non expert in your field can follow the story

Below is a photo inside the Royal Institution, where you will soon be presenting!



IMAGE TAKEN FROM <https://www.tagvenue.com/resize/40/93/widen-1680-noupsize;867-theatre-room.jpg>