



Lecture 17
(Pitch) Practice Makes Perfect

Week 5: Incubate (like a boss)

Monday	WORK LIKE A BOSS +role discussions
Tuesday	WORK LIKE A BOSS +guest lecturer Hastono Bayu, AINO System Integration
Wednesday	WORK LIKE A BOSS +class outing #2! Thomas Arie, Darisini
Thursday	WORK LIKE A BOSS +morning guest lecturer Didiet Noor, Blackberry +interim presentations
Friday	WORK LIKE A BOSS

Today's Agenda

- Pitch Practice
- Demo Day Countdown
- Schedule for Next Week
- Key Takeaways

Thursday: Interim Presentations

- Each team will have up to 5 minutes
- Run us through your pitch deck so far. Try to answer the following questions:
 1. Who are you? What is your product?
 2. What is the problem you are solving?
 3. Who are your customers?
 4. What is the market size?
 5. How will you make money? How much can you make?
 6. What is the competition? Why are you different?
 7. How will you reach customers?
 8. What are you asking for?

Interim Presentation Tips

- Think about your elevator pitch and public speaking exercises
- Keep your audience interested
 - Tell a story
 - Smile, face your audience
 - Stand tall
 - Confidence, Conviction, Content
- Aim for TELL ME MORE
- Refer to past lectures (6, 7, 8) for templates and other pointers

In-class Exercise: Pitch Me

- Starting at 2:00pm, one person from each team will present their pitches to the class
- Each presenter will have 5 minutes to pitch
- Each presentation will be followed by Q&A and feedback from the audience (so pay attention!)
- This is only your first practice, so don't freak out if you don't get it right. We'll work with you one-on-one next week

Ready? Set? Pitch!

- RokuRi
- Chocoleven
- FARS-Tech
- Ijoroyoroyo

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D-Day is Coming!!!

- What we know (so far)...
 - Date & Time: August 2nd, 1:30pm to 7:00pm
 - Location: TBC (UGM UC is being proposed)
 - Notable guests:

Michael Gordon	Program Director, MIT AITI
Pepita Gunawan	Edu Lead - Indonesia Google Apps Support Programs
Dennis Adishwara	CEO and Founder of @LayariaTV
Yohan Totting	
Yansen Kamto	
YOU! + friends + supporters	
 - Schedule: next slide

The schedule so far...

8:30 am	Meet at school for dry run
12:00 pm	Lunch break, travel to UC
12:30 pm	Arrive at UC for setup
1:30 pm	Public showcase begins
2:30 pm	Opening remarks
3:20 pm	Intro to pitch competition
3:30 pm	PITCHES
4:00 pm	End of pitches, recognition of supporters
4:20 pm	Feedback and announcement of winners
4:40 pm	Graduation ceremony
5:00 pm	Thanks and event close
5:30 pm	Start of break fast and private dinner
7:00 pm	The end ☹