Using Zoom

3 Key Things

1. Keep yourself muted
2. Chat box!
3. Raise hand

Try them out!
Virtual Power Pitch Prep Webinar

Anku Madan & Antonio Stark
Your Hosts

Antonio Stark ('15)

- International Business Developer and Space Policy Consultant
- Alumnus of 500 Startups, Unilever
- Minerva Schools ‘20
- Has both run and participated in pitch competitions

Anku Madan ('10)

- Venture Capital at Plug and Play Ventures
- Co-Founder of Undercover Colors (raised $14M)
- B.S. Materials Science & Engineering from NC State University
- Ph.D. dropout from Duke University
Requirements
Conrad Power Pitch Requirements

- < 8 minutes
- 40% or 3 minutes to have team members on camera

**Intro (< 1 min)**
Names
Elevator Pitch

**Body (4-6 min)**
Problem
Technology
Market

**Conclusion (< 1 min)**
Ask
Summary
Team Name
Tips & Guidelines
Create a Storyboard

Great Content → Compelling Pitch → Strong Narrative

Product development
Business case

Team background
Solution context
Social impact
Elements of a Storyboard

**The script**: the story that you’re trying to tell (and sell!)

**The lineup**: order by which you present elements

**The duration**: the time spent per element

**The distribution**: number of elements presented per segment

- Your team
- Your audience
Examples of Storyboards

Storyboard for “Rick and Morty”

Marketing storyboard template
Tools for Creating Storyboards

- Canva: www.canva.com/create/storyboards/
- Plot: https://theplot.io

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Ideate on content

**Hardware**
- 3D model
- Recording of physical prototype
- Sketches & blueprints

**Software / Apps**
- App wireframe recordings
- User interaction recording
- “Dashboard” for metrics

**Systems / Platforms**
- Cartoon illustrations
- 3D simulations
- System diagram walk-through
Example 1 (Hardware)

Company: Samsung
Product: Galaxy S10+
Category: Smartphone

Focus on:
- Product specifications
- Use of visuals (camera, 3D, user recording)
- Transition
- Branding (subtle)

https://youtu.be/-VpecoczNtk
Example 2 (App)

Company: Google  
Product: Files Go  
Category: File management app

Focus on:
- Audience engagement
- Problem identification
- Solution science
- User experience

https://youtu.be/lAnqP7VJ-c0
Example 3 (System)

Company: Waymo (Alphabet)
Product: Waymo One
Category: Self-driving ride-hailing

Focus on:
- Audience engagement
- Problem identification
- System components
- Customer experience
- Value proposition

https://youtu.be/Eq89YGbERzs
Exercise: Boston Dynamics Spot

Product Profile

- Max. speed: 1.6m/s (3mph)
- Runtime: 90min/charge
- All-terrain capability (quad-legs)
- Swappable battery
- 360° vision
- IP54 water & dust resistance
- -20°C to 45°C operation
- 14kg payload capacity
- 2 payload ports
- Crash protection & dynamic reaction
Exercise: Boston Dynamics Spot (10min)

https://awwapp.com/b/uychg34xf2q3c/

Create a storyboard for a 2-minute pitch (ad):
Solution: Boston Dynamics Spot

https://youtu.be/wlkCQXHEqiA
Plan, Estimate & Delegate Content

**Storyboard**

- 3D simulation
- Video pitching

**Content**

- **Modeling** (1.5 weeks)
- **Rendering** (1 day)
- **Adjustment** (1 day)
- **Re-rendering** (1 day)

- **Scripting** (3 days)
- **Rehearsal** (2 days)
- **Recording** (1 day)
- **Re-recording** (1 day)

**Task Planning**

- **Modeling**
- **Rendering**
- **Adjustment**
- **Re-rendering**

**Delegating**

- Mike
- Jenny
- Alex
Combine

Resources
- Video tracks
- Audio tracks (overlay)
- Background music

Effects
- Audio noise reduction
- Transitions
- Add subtitles

Feedback
- Is audio understandable?
- Are visuals not too messy?
- Is content memorable?
Next Steps: 1-on-1 Office Hours
Questions?

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