

30-Seconds Pitch Deck

What's in it for me? What is your <i>Why</i> or what is the audience's <i>Why</i> ?	
Product or Service Explain your product/service in 2-3 sentences	
Target Audience Describe the target audience/market for you product/service	
Activation What do you want your audience to do or remember?	



Pay attention to:
Emotion = Energy = Passion = Pride = Enthusiasm = Fun.
Silences create impact. Don't tell too much. Use pauses.
Text, Intonation, Body language and non-verbal behavior.
The 5 S's: Step, Stop, Stand, Silence, Speak.
Breathing.
Mirror your gestures.