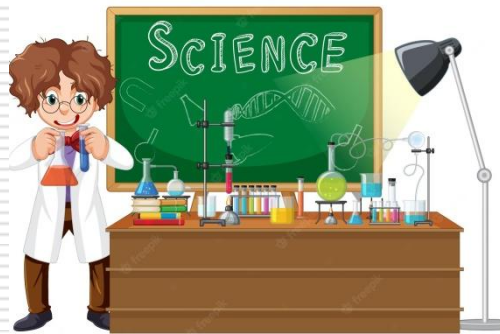


# **Workshop on** **Writing and Pitching a Proposal for a Business Plan**

## **Preparing presentation for pitching**

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**Enjoyment, Encouragement & Excellence Approach**

**Institutional Quality Assurance Cell**  
**University of Rajshahi**

**Date: 21<sup>st</sup> June, 2025**



# Sections of a pitching presentation

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- ☐ **Title Slide**
- ☐ **Introduction**
- ☐ **Background**
- ☐ **Objectives/Rationale**
- ☐ **What will you achieve through the project**
- ☐ **Analysis of the data**
- ☐ **Discussion**
- ☐ **Conclusion**
- ☐ **Thanks**

# Title slide

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- ☐ Title of your business
- ☐ Your team name
- ☐ Your name along with your team mates name
- ☐ Mentor name if you have
- ☐ Date and venue of presentation
- ☐ Make it neat, do not overcrowded
- ☐ Can use picture
- ☐ Read only the title

# Objectives/rationale and opportunities

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- ☐ Most important slides
- ☐ Give audience a clear picture **what** you want to do and **why ?**
- ☐ Is your business feasible?
- ☐ What are the chances of your success

# Conclusion

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- Use an effective and strong closing
  - Your audience is likely to remember your last words
  
- Use a conclusion slide to:
  - Summarize the main points of your presentation
  - Strong conclusive speech

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**Make better slides**

# Slide Structure – Good

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- ❑ Use 1-2 slides per minute of your presentation
- ❑ Write in point form, not complete sentences
- ❑ Include 4-5 points per slide
- ❑ Avoid wordiness: use key words and phrases only

# Slide Structure - Bad

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- ❑ This page contains too many words for a presentation slide. It is not written in point form, making it difficult both for your audience to read and for you to present each point. Although there are exactly the same number of points on this slide as the previous slide, it looks much more complicated. In short, your audience will spend too much time trying to read this paragraph instead of listening to you.



# Slide Structure – Good

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- Show one point at a time:
  - Will help audience concentrate on what you are saying
  - Will prevent audience from reading ahead
  - Will help you keep your presentation focused

# Slide Structure - Bad

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- ❑ Do not use distracting animation
- ❑ Do not go overboard with the animation
- ❑ Be consistent with the animation that you use

# Fonts - size

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- Use at least an 18-point font
- Use different size fonts for main points and secondary points
  - this font is 24-point, the main point font is 28-point, and the title font is 36-point
- Use a standard font – Use fonts that has uneven structure

# Example of Some Fonts

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- **Arial**
- **Times New Roman**
- **Comic Sans MS**
- **Verdana**
- **Tahoma**
- **Arial Rounded MT Bold**

# Fonts - Bad

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- ❑ If you use a small font, your audience won't be able to read what you have written
- ❑ CAPITALIZE ONLY WHEN NECESSARY. IT IS DIFFICULT TO READ
- ❑ **Don't use a complicated font (Impact)**

# Colour - Good

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- Use a colour of font that contrasts sharply with the background
  - Ex: blue font on white background
- Use colour to reinforce the logic of your structure
  - Ex: light blue title and dark blue text
- Use colour to emphasize a point
  - But only use this **occasionally**

# Colour - Bad

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- ❑ Using a font colour that does not contrast with the background colour is hard to read
- ❑ Using colour for decoration is **distracting** and **annoying**
- ❑ Using a different colour for each point is unnecessary
  - Using a different colour for secondary points is also unnecessary
- ❑ **Trying to be too much creative can also be bad**

# Background - Good

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- ❑ Use backgrounds such as this one that are attractive but simple
- ❑ Use backgrounds which are light
- ❑ Use the same background consistently throughout your presentation
- ❑ You can simply Dark Blue or White Background



# Background – Bad

- ❑ Avoid backgrounds that are distracting or difficult to read from
- ❑ Always be consistent with the background that you use



# Graphs - Good

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- Use graphs rather than just charts and words
  - Data in graphs is easier to comprehend & retain than is raw data
  - Trends are easier to visualize in graph form
- Always title your graphs

# Tables - Bad

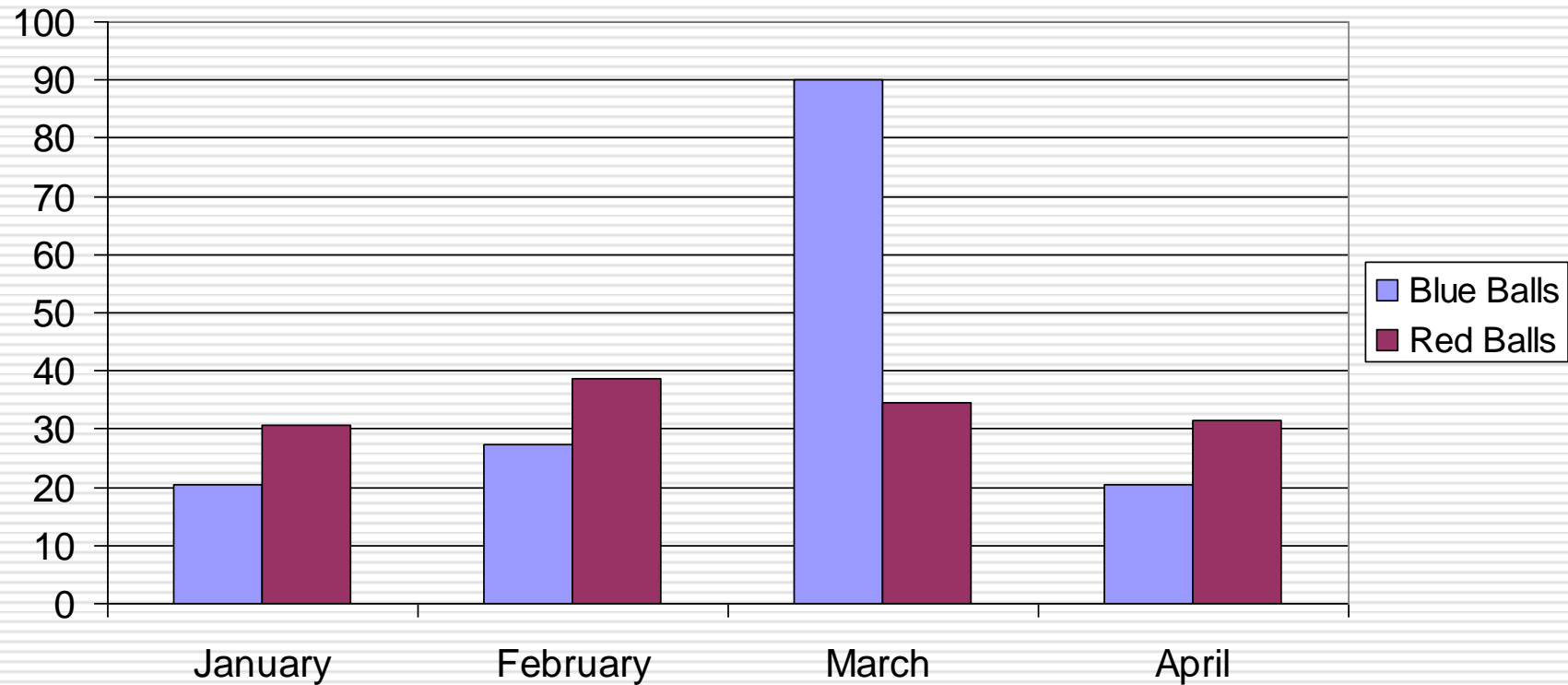
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	January	February	March	April
Blue Balls	20.4	27.4	90	20.4
Red Balls	30.6	38.6	34.6	31.6

# Graphs - Good

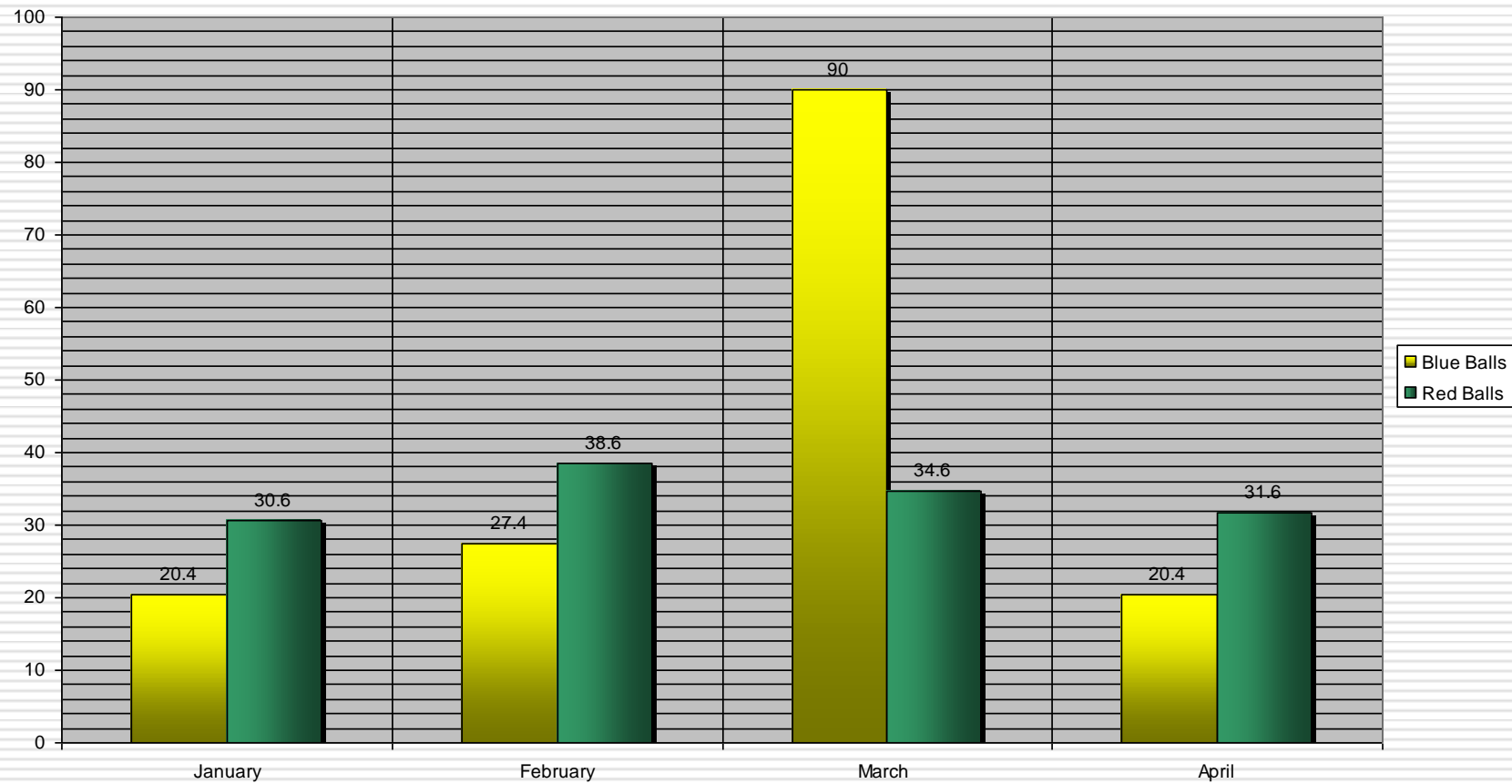
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**Items Sold in First Quarter of 2002**



# Graphs - Bad

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# Graphs - Bad

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- ❑ Minor gridlines are unnecessary
- ❑ Font is too small
- ❑ Colours are illogical
- ❑ Title is missing
- ❑ Shading is distracting

# Spelling and Grammar

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- Proof your slides for:
  - spelling mistakes
  - the use of of repeated words
  - grammatical errors you might have make
  
- If English is not your first language, please have someone else check your presentation!

# Timing

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- ❑ Strictly confined your presentation in your stipulated time
- ❑ Do not Just read your slide
  - Look at the points and discuss
  - Make contact with the audience
- ❑ Practice ! Practice ! Practice !



# Questions??

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- End your presentation with a simple question slide to:
  - Invite your audience to ask questions
  - Provide a visual aid during question period
  - Avoid ending a presentation abruptly

# Important !

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- ❑ Make at least two backup copy of your presentation
- ❑ Check your pen drive/CD whether it opens properly or not
- ❑ Consider the compatibility of your power point

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**Thank You**