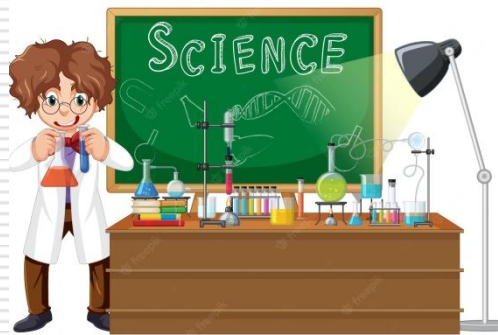


Workshop on **Writing and Pitching a Proposal for a Business Plan**

Tips for Good Pitching



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Enjoyment, Encouragement & Excellence Approach

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Why you need to give a good pitch

- There's no point of having a great idea if others don't know about it or can't understand what you are capable of
- First impressions matter!
- Good practice for any career!
- Helps you sort out what you've done, and understand it better yourself
- Satisfaction !!

1. Know Your Stuff

- Your presentation isn't about your slides alone
- It's about the message you want to get across
- Before preparing the ppt think how you are going to present, what are the key factors you are going to focus and what conclusion you are going to draw. Write it down in one page
- You can start making slides with figures
- It's a must as you learn how to give a good presentation PPT
- Some people are natural. But with practice you can overtake him

2. Write It Out

- Start on a Word Doc file or simply write on a paper (2nd writing)
- Storyboard or script the entire presentation to give you an idea of how the information presented will flow, and how viewers will see it in sequence
- English is not our native language. Even if it was you should write the script

3. Highlight What's Most Important

- ☐ The Pitch covers the most crucial pieces only
- ☐ You may have a bigger explanation, but you do not need to say it all
- ☐ You need to know how much to present
- ☐ Same presentation.... 10 min and 25 minute

4. Know Your Audience

- How you talk to a room full of medical professionals should be different from the way you address a room full of young entrepreneurs
- Everything, in fact, is different. Your topic selection, the language you use, the examples you give to illustrate points
- The little bits of humor included should be tailored specifically with your target audience in mind
- Even your presentation title may have to be tailored to present to a particular audience group

5. Rehearse !

- ☐ Most important point. Practice makes you perfect (almost !)
- ☐ It's never too early to get used to the rhythm of your presentation and take note of points you want to emphasize
- ☐ While saying it out loud, you'll start to develop a “feel” for the material
- ☐ You'll notice that some things work well, while others don't and might need to be worked around

6. Rewrite After You Rehearse

- ☐ As you're rehearsing your presentation, you're bound to stumble over sections that don't quite flow naturally
- ☐ Instead of reworking your delivery, it might be time to consider the content and rewriting the areas that served as stumbling blocks
- ☐ The most important part of creating a great presentation is the writing stage. The second most important stage is *rewriting*.

7. Share With a Friend

- If the stakes are high for your presentation, it's never too early to get feedback from those that you trust

8. Practice With a Timer

9. Q and A session

Act smart. You know the best.

AVOID !!

WELCOME
TO
MY PRESENTATION

How to begin !

- Addressing the session
- 1st Slide, the most important one
- Make good impression
- Try to say something different in the beginning
- There are so many ways you can start your presentation
- For example....
- Use a pointer

Prepare your talk based on the scenario

- ☐ Understand the level of audience
- ☐ You will have different levels of audience
- ☐ Bring all your audience to a level
- ☐ Introduce the title of your presentation first

Microphone positioning

- ☐ Very very important!
- ☐ Stationary VS moving presentation
- ☐ You can practice

How will you talk

- ☐ Get excited while talking...
- ☐ Your excitement will be induced among the audience
- ☐ Create Wao !!!
- ☐ Think you are a canvasser who sells his product by only attractive talking

How will you talk

- ☐ Walking while talking will ease you
- ☐ Move your hands
- ☐ Raise your eyebrow
- ☐ Ups and down in your voice

Looking VS staring

- ☐ Glance at the audience don't look
- ☐ Make eye contact brief
- ☐ If you find a good listener target him/her
- ☐ But too much concentration to individual audience will make you loose focus
- ☐ No individual
- ☐ You may focus on a fan or couple of fans

Conclusion

- 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
 - Suggest future avenues of research

**Best of Luck
&
Thank You**