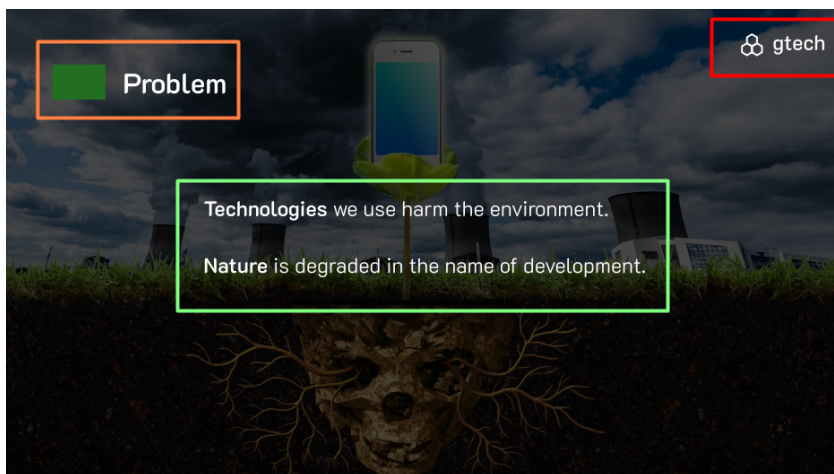
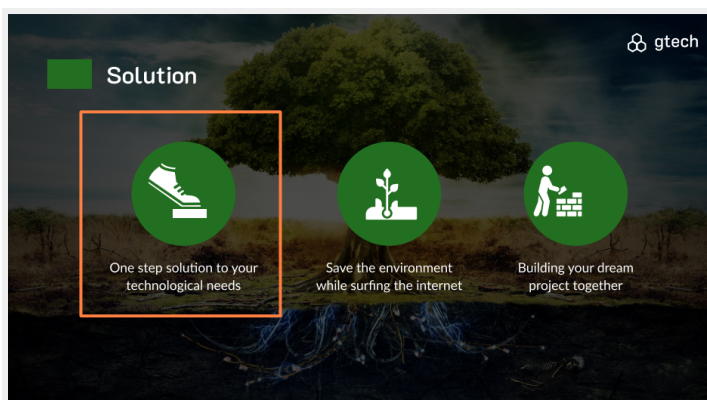


Design decisions and aesthetics used in my designs:

- A. Title in every slide
- B. Inclusion of the brand in every slide
- C. Short and vivid text
- D. Used a relatable background image that doesn't divert the audience from the main content but at the same time tells the story.
- E. Legible text when using a background image. What better would it be if the design affects the legibility of text?
- F. Using a disturbing image in the problem is a plus(read in an article referenced below)



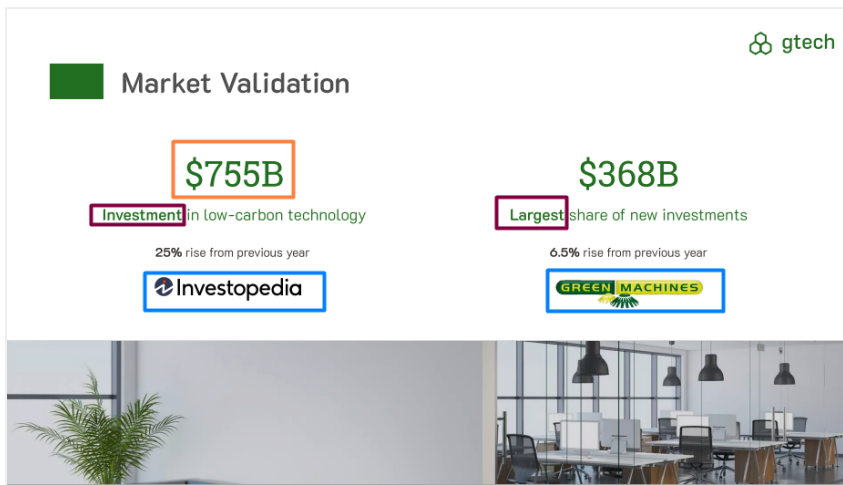
- G. Use of icons to streamline your short points



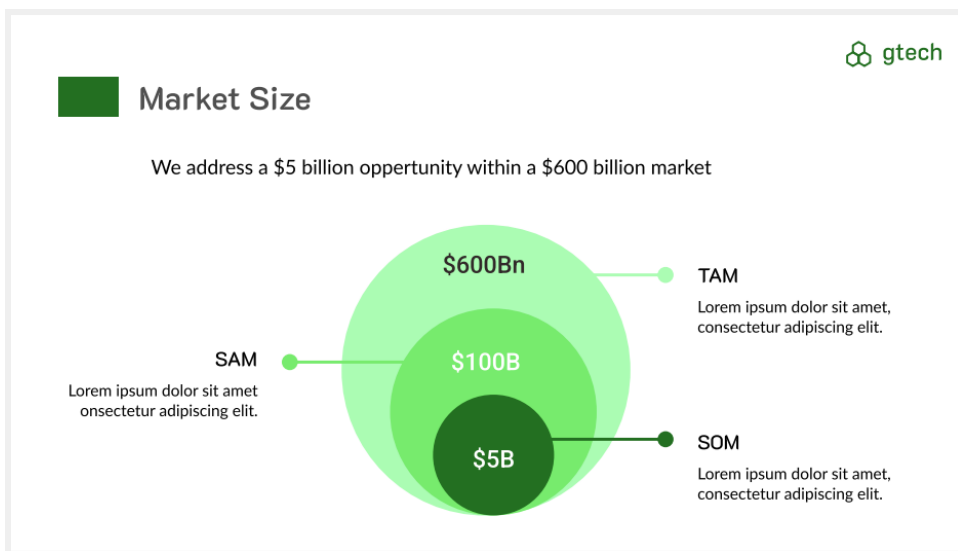
H. Using visual hierarchy in text:

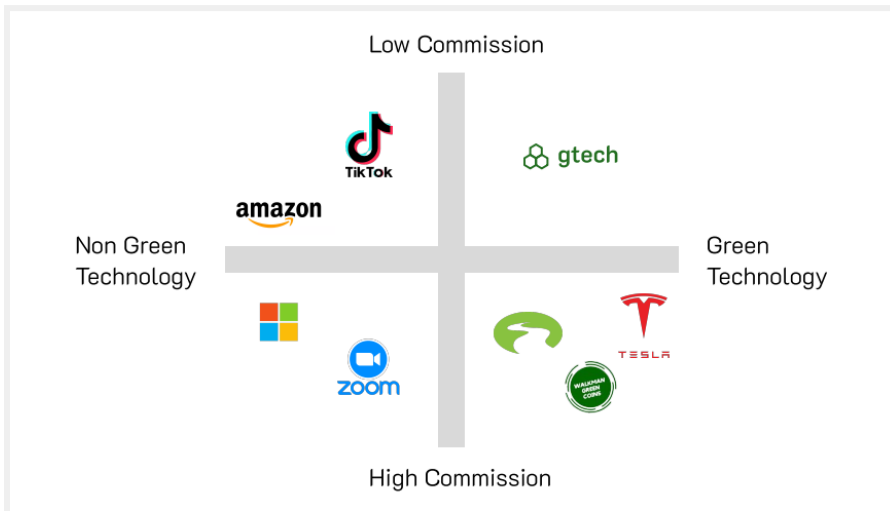
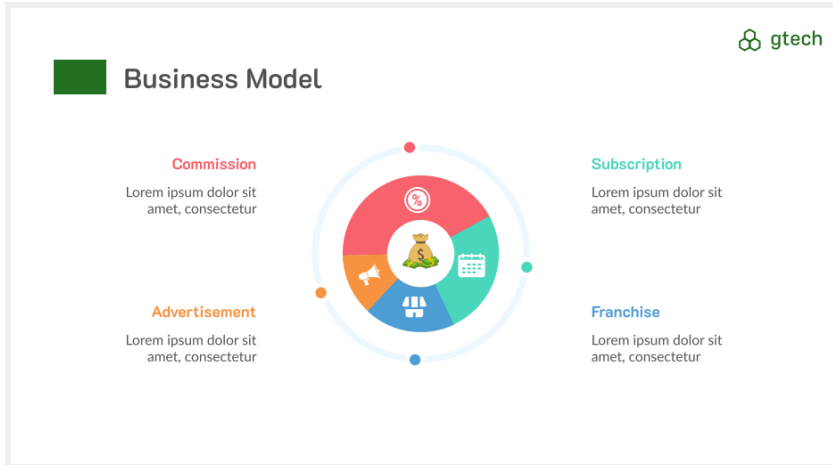
- a. First, the big bold letters (i.e. numbers) will grab the attention which is the most important thing in the current slide.
- b. Secondly, the verbs and adjectives which are in bold weight
- c. Finally the other text

I. Mentioning the authentic sources while for the statistics and numbers



J. Use graphs, charts, and other visual aids to illustrate your point instead of just plain text:





K. Using bright, colorful, and cheerful images of the team to demonstrate the friendliness of the team

Our Team

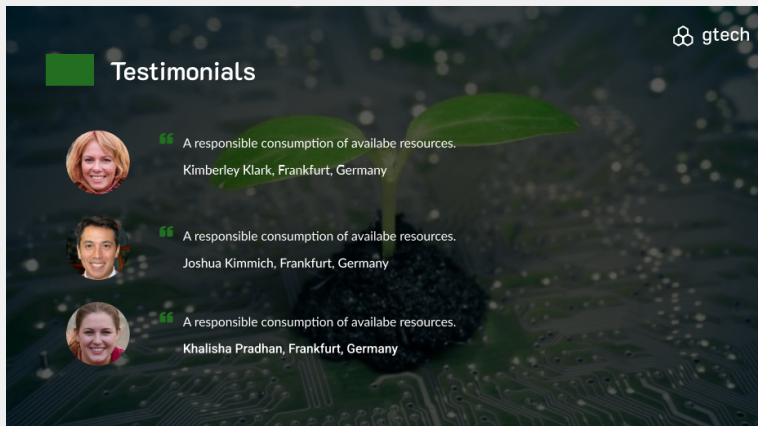
John Doe
Marketing and PR
Masters in Production & Logistics, Climate Activist

Amile Stan
Developer
Masters in Computer Science and Information Technology

Rami Malek
Marketing and PR
Masters in Computer Science and Information Technology

gtech

- L. Use user testimonials that verify that the actual users have used and liked your product and service



The corporate Audience wants to know about the following:

1. Title Slide
2. Problem Statement
3. Goals
4. Your Solution and Strategy
5. Analysis
6. Financial plan and revenue model
7. Data
8. Timeline
9. Team
10. Q & A slide or End Slide

On top of that the corporate audience wants to know about:

- Facts
- Numbers and statistics(from authentic sources)
- The diversity and qualifications of the team members
- The product demo would be a great addition
- Last but not least they want to know how the business is going to make them **money**.

I've tried to create a presentation trying to incorporate these decisions as much as possible.

When pitching to a corporate audience, the best thing would be to tell a story from the start on how everything we are doing in this project is connected while keeping the slides to a minimum.

References:

- <https://uxdesign.cc/anatomy-of-a-design-pitch-17435f3e7e0f>
- <https://medium.com/blockchannel/strategies-ux-techniques-to-build-a-winning-pitch-deck-7c2341156ea3>
- <https://medium.com/firm-narrative/want-a-better-pitch-watch-this-328b95c2fd0b>
- <https://news.greylock.com/what-do-i-look-for-in-a-pitch-866355bddb3>
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- <https://www.zoho.com/blog/show/10-must-have-slides-in-a-business-presentation.html>
- <https://treinetic.com/startup-pitch-deck-mistakes/>
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- <https://www.youtube.com/watch?v=Byl87SBF0o8>