

The three things to remember for a Venture Showcase

- 1 *Have your 90 to 120 second pitch rehearsed.*
 - a. What is the problem you are addressing?
 - b. How are you solving that problem (ie your product or service)
 - c. What is different about your solution? What is your point of difference? Why will customers buy from you and not your competitor?
- 2 *Prepare your visual presentation*
 - a. Be aware of the space you have (usually assume you have a table about 600 X 600mm). Don't rely on having a wall, any posters, charts, etc will need to be able to be supported by your own resources.
 - b. Your presentation will need to be able to grab people's attention, create interest, provoke a desire to speak with you (maybe pose some questions regarding your problem?)
 - c. Must be easy to set up – models, mock-ups, scenarios all work.
- 3 *Decide on your team's behaviour*
 - a. Body language must indicate a willingness to talk...be friendly, smile, and be available
 - b. What is your dress code...does it match your business opportunity
 - c. Who talks on what subjects...do you have a technical expert, a finance person, a marketing person? Know your subject and be prepared to refer people to the appropriate person for specific questions.