



## ONCE THIS LESSON IS COMPLETED AND APPROVED, LEARNERS WILL BE ABLE TO:



1. Recognise different software's that can be used to make presentations
2. Know the main features of each one
3. Select the one that best suits their needs

## IN THIS LESSON, WE WILL LEARN ABOUT

SOME EXAMPLES OF SOFTWARES AND OTHER USEFUL TOOLS THAT WILL HELP US  
IN THE PREPARATION OF A PITCH



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## 1. FROM THE THEORY TO THE PRACTICE

When making a speech in front of an audience using artifacts and audiovisual supporting materials, you should adapt your speech to those tools and get prepared to make a wise use of those.

For instance:



### ANTICIPATE THE TECHNICAL TOOLS THAT YOU WILL HAVE

So, to avoid problems of format, incompatibility, etc. that might make you lose precious time



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When making a speech in front of an audience using artifacts and audiovisual supporting materials, you should adapt your speech to those tools and get prepared to make a wise use of those.

For instance:



**THE ARTIFACTS ARE THERE TO SUPPORT YOUR SPEECH, TO ILLUSTRATE YOUR ARGUMENTS,  
BUT NOT THE REVERSE**

You should remain the focus of attention of your audience



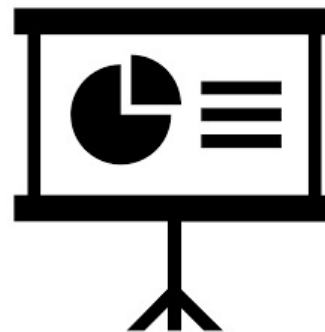
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## 1. FROM THE THEORY TO THE PRACTICE

When making a speech in front of an audience using artifacts and audiovisual supporting materials, you should adapt your speech to those tools and get prepared to make a wise use of those.

For instance:



**KNOW YOUR SLIDES WELL AND CHANGE THE SLIDES WHEN NEEDED**

Don't get lost in your presentation



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# 1. FROM THE THEORY TO THE PRACTICE

When making a speech in front of an audience using artifacts and audiovisual supporting materials, you should adapt your speech to those tools and get prepared to make a wise use of those.

For instance:



**KEEP TIME TO LET YOUR AUDIENCE VISUALIZE THE MATERIALS YOU SHOW**

And provide comments on your slides.



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## 1. FROM THE THEORY TO THE PRACTICE

When making a speech in front of an audience using artifacts and audiovisual supporting materials, you should adapt your speech to those tools and get prepared to make a wise use of those.

For instance:

Less  
*is more*

### PRIVILEGE VISUAL MATERIALS TO TEXT

If you put too much text in your presentation, your audience will read it, get distracted and stop listening to you



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## 2. AUDIOVISUAL SUPPORTING MATERIALS



**Power point**: a classic, easy to use, but with few options to make a good design.



**Canva**: very easy to use and with good graphic quality; with many default designs that you can customize and allows you to create attractive presentations even without having design notions.



**genially** **Genially**: it's a tool that allows us to generate interactive content without the need for programming and without having design knowledge



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## 2. AUDIOVISUAL SUPPORTING MATERIALS



**Powtoon:** is a video animation program. Although at first glance it may seem difficult to use, this program is like PowerPoint, with the particularity that it allows you to add animated slides.



**Knovio:** is a free program that allows you to add audios and videos to your presentations. Besides, it offers the possibility of sharing them through social networks or mail.



**Prezi:** The application is distinguished by its graphical interface with zoom, which allows users to have a closer or further view of the presentation area, in a 2.5D space.



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### 3. USEFUL TOOLS TO USE PREPARING YOUR PITCH

We want to introduce you some other apps created just to help you in preparing your business pitch:



**Pitch Clock:** This application available for iOS is ideal for you to work with the times of your releases. You simply must enter the text of the speech that you have prepared in your editor and Pitch Clock will estimate the interval that it can carry out automatically.



**Pitch Canvas:** is an entrepreneurial brainstorming tool that helps you structure and visualizes your pitch on one page. It is created by David Beckett with an investor-centric design approach by using the investment winning elements of a Startup Pitch.



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### 3. USEFUL TOOLS TO USE PREPARING YOUR PITCH

We want to introduce you some other apps created just to help you in preparing your business pitch:



**Pitch Professional:** Through videos, Pitch Professional helps to understand the different aspects that are included in The Pitch Canvas.



**Natwest Pitch:** With NatWest Pitch you can record multiple elevator pitches on video, with the particularity that you must structure them in different sections.



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## CONCLUSION



If the elevator pitch format allows it, you should take advantage of the materials that you have at your disposal to support your presentation with visual and attractive contents.



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