



Your First Feature Presentation

Planning Document

Why find your “why”?

What “whys” did you hear in each of these stories?

Take a moment and write down a story of your own.





Who is my audience?

What information do I want my audience to know?

How do I want my audience to feel after they hear my “why”/story/purpose?

Am I creating a powerful presentation that will leave a lasting first impression that:

_____ uses a simple presentation structure?

- Does it have a clear beginning, middle and end?

_____ uses creative, visual language throughout the presentation?

- Is it exciting? Does it paint a picture of the story? Does it inspire and immerse your audience?

_____ avoids deep explanation of your business’ technical details?

- Is that technical description needed or can it be simplified and shortened for your audience?

_____ teaches your audience something they did not already know?

- Am I giving them a new perspective on my business and the problems I can solve? If not, how can I make better demonstrate the unique problems I face and their solutions?

_____ has been thoroughly prepared and practiced?

- Did you take time crafting your first Feature Presentation? Have you practiced it in front of a peer and adjusted based on that feedback?

