



7 TIPS TO
Beautiful
POWERPOINT

PRESENTED BY: EUGENE CHENG

A man with short dark hair, wearing a dark suit jacket over a light-colored t-shirt with a graphic, is speaking at a podium. He has a microphone in front of him and his hands are clasped in front of him. The background is a plain, light-colored wall.

30 MILLION PRESENTATIONS

Given In A Day





90%

are unbearable





MARKETING PLAN Guidelines for Start Ups



This is Definitely
NOT A SLIDE

- EXECUTIVE SUMMARY
- CRUCIAL PART OF MARKETING PLAN
- CLEAR AND CONCISE OVERVIEW
- VISION STATEMENT
- SELL TO "FIVE MINUTE READER"
- BRIEF DESCRIPTION OF BUSINESS
- STATE OF THE COMPETITIVE BUSINESS
- OWNERSHIP AND MANAGEMENT, COMPANY BENEFITS
- WHY YOUR PRODUCT IS DIFFERENT
- BUSINESS OPPORTUNITIES OR RISKS WHY INVEST
- MARKETING OBJECTIVES
 - REVENUE, MARKET SHARE, PRODUCT POSITIONING
- MARKETING STRATEGY
 - PRODUCT, PRICE, PROMOTION AND PLACE
- SALES AND MARKETING BUDGET SUMMARY
 - JUSTIFICATION AND HOW THE FIGURES ARE DERIVED





Will Your Pitch Be



MEMORABLE?

the aim is to:

WOW THEM





with superb
VISUALS

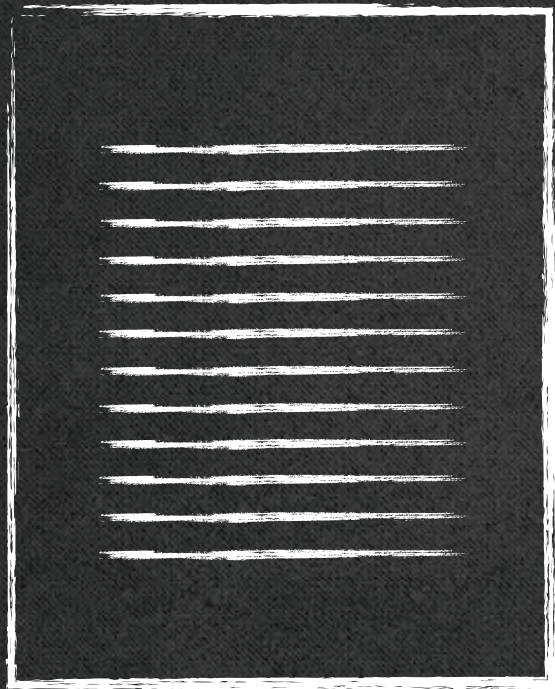
1



SUPERSIZE YOUR MESSAGE



Documents



Slides



WORDS WORDS WORDS WORDS WORDS WORDS WORDS WORDS WORDS WORDS
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Don't Project Your

DOCUMENTS



SLIDES

Are Visual

Slides should be



SUPERSIZED

BILLBOARDS ARE BIG



American Apparel



like slides

Make it 

COHERENT

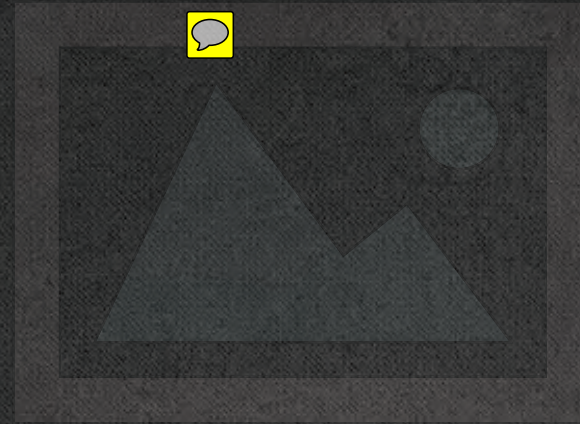
for anyone

DESIGN

for this guy



2



MAKE USE OF IMAGERY



Sell Your
BIG IDEA
Visually



BUFFALOES ARE
REALLY COOL



hey thanks!

BUFFALOES
are super cool





WHERE TO GET IMAGES



Take Em

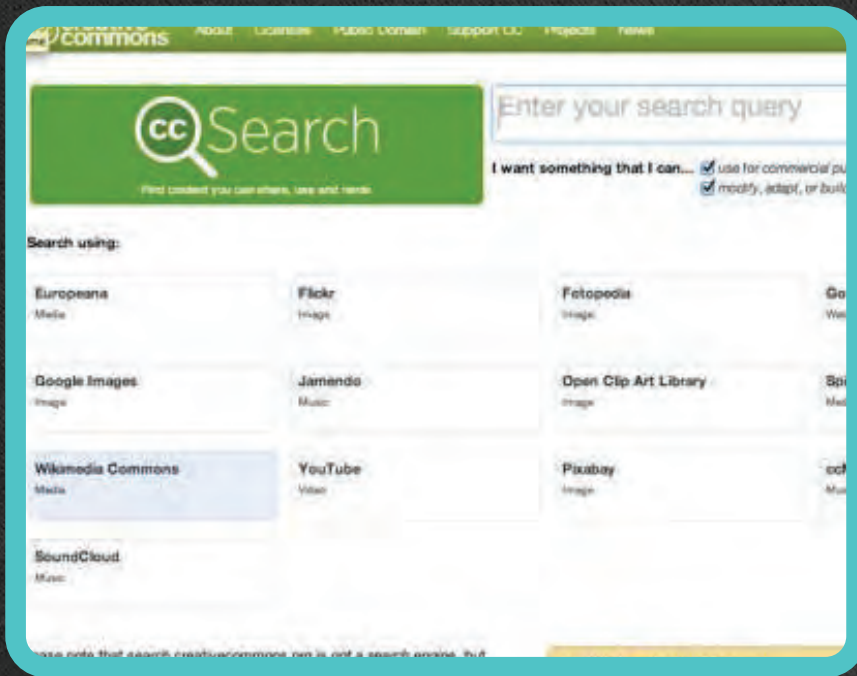


Creative Commons

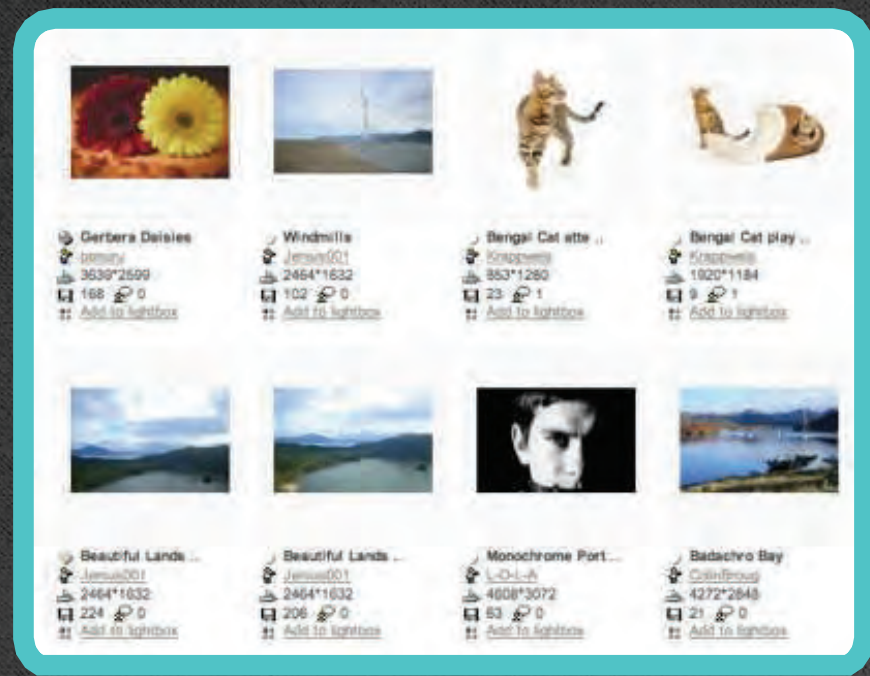


Buy Em

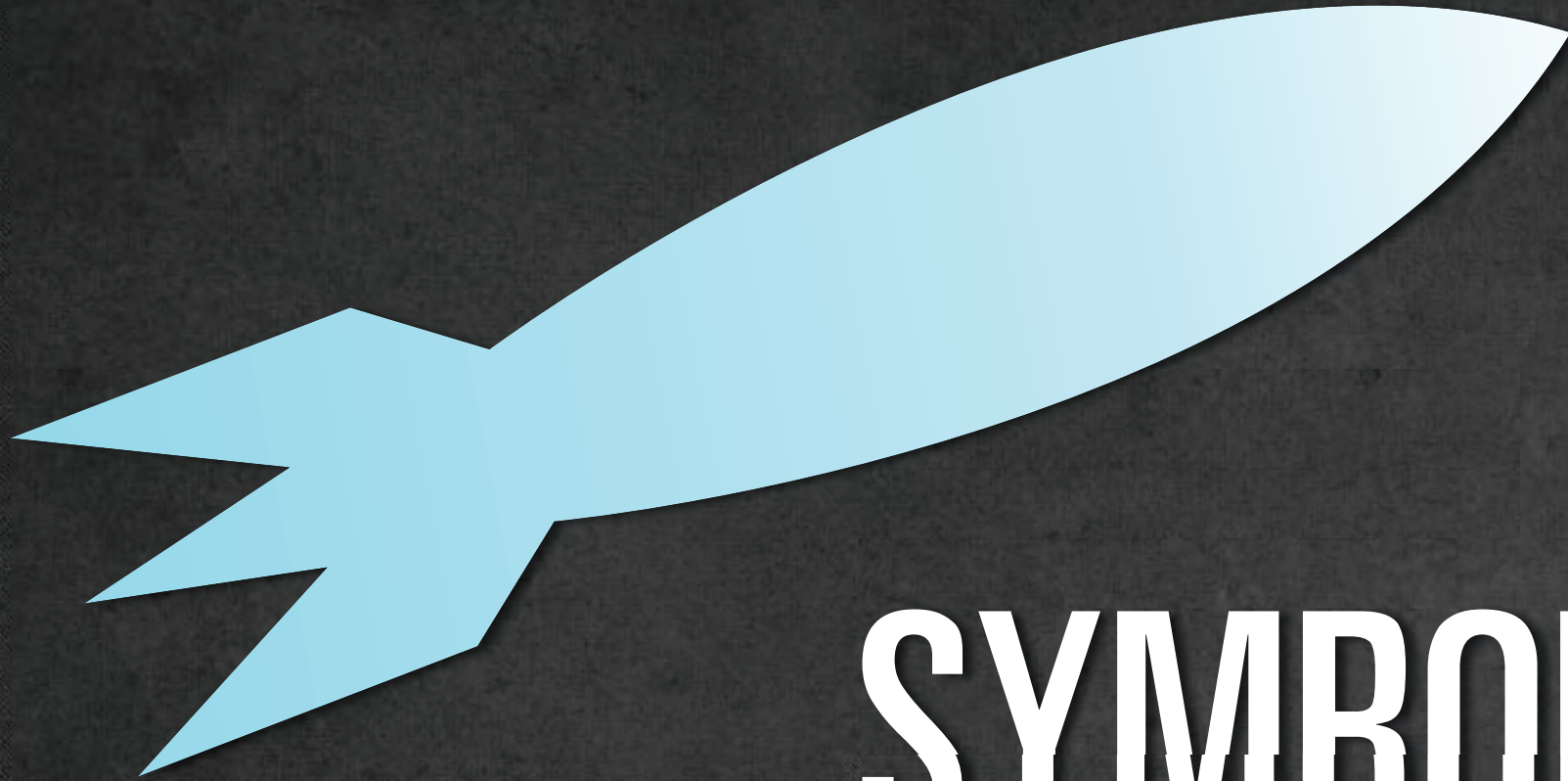
COOL IMAGES



CC Search

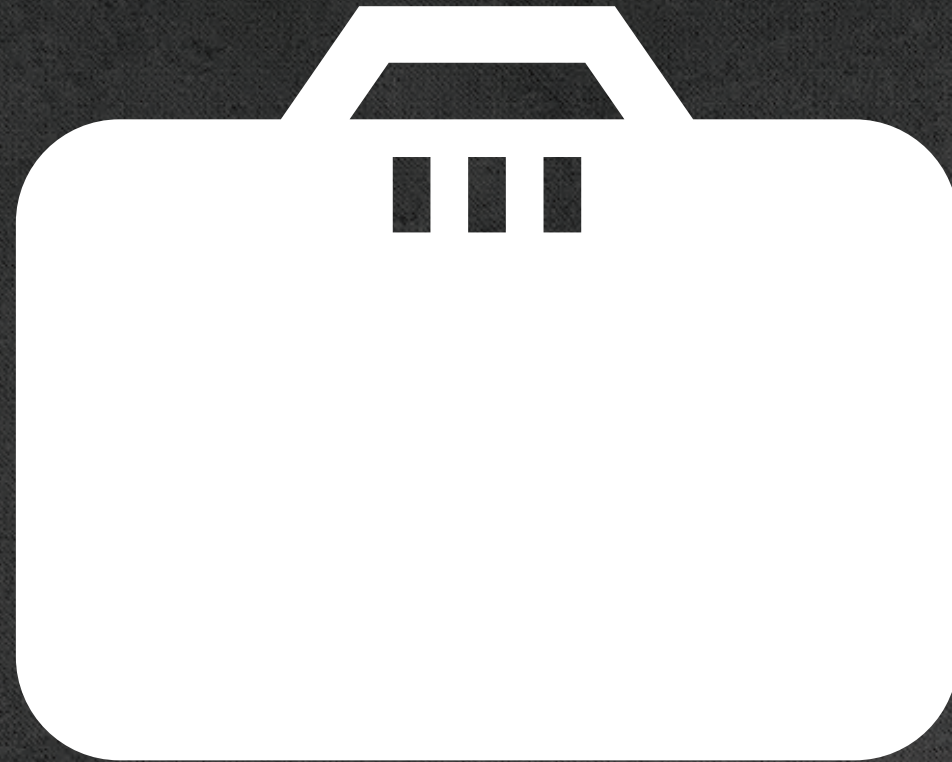


Stock.Xchng

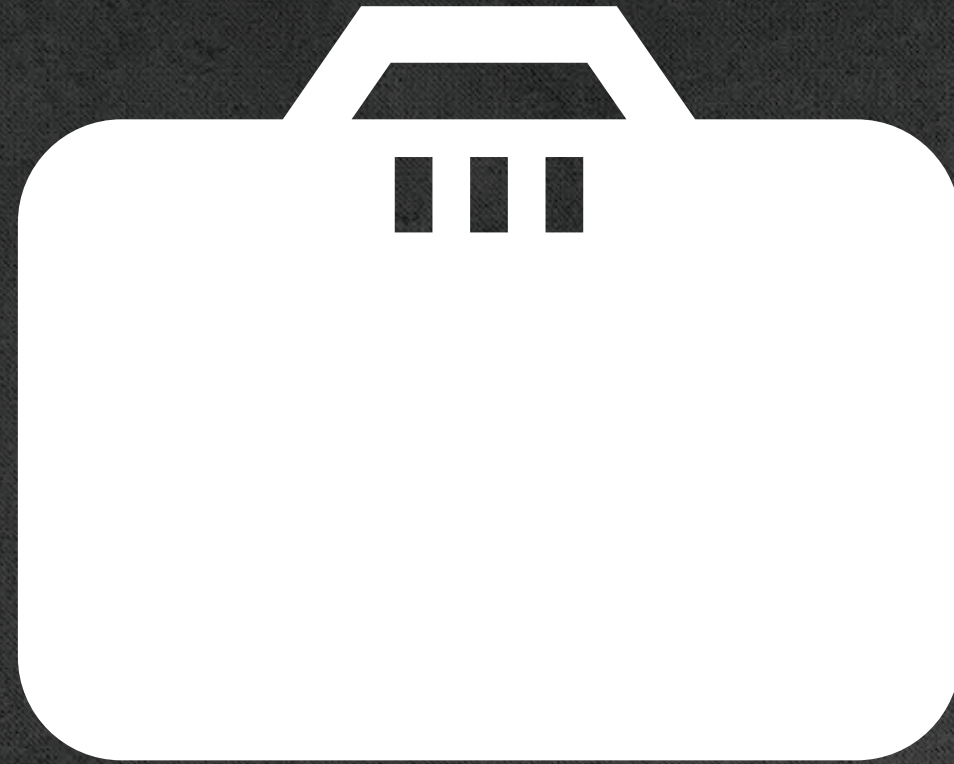


SYMBOLS

make meaning



GOING ON A TRIP



LET'S DO BUSINESS

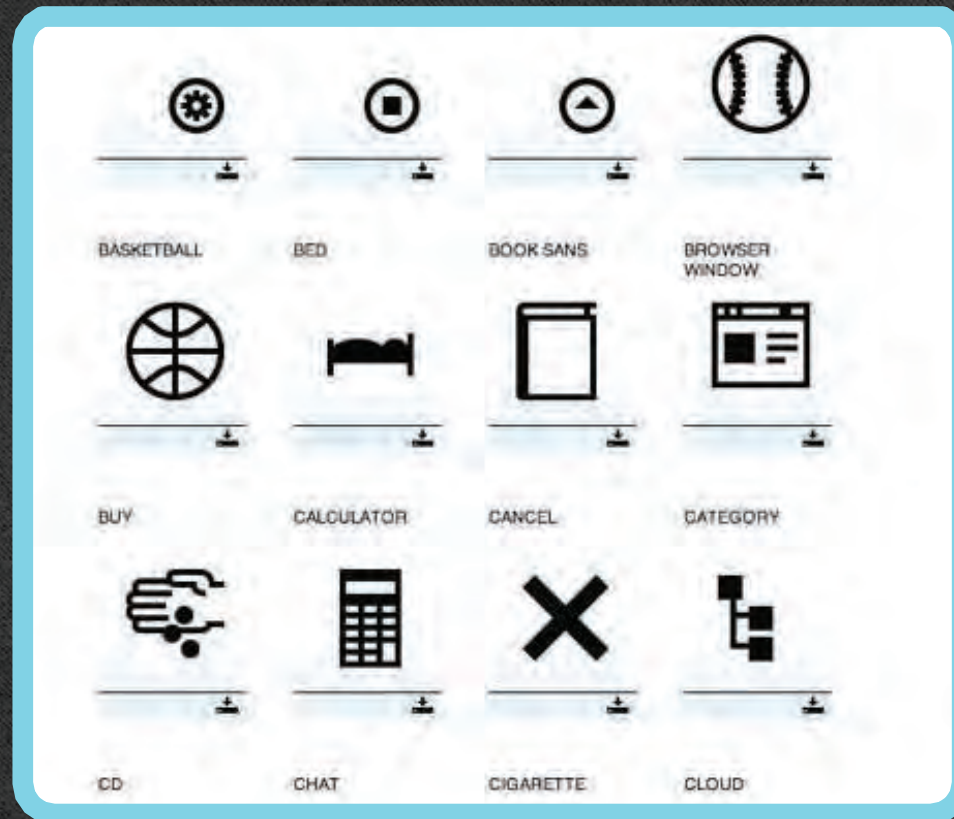




HIGH SECURITY

RESOURCE

SEXY SYMBOLS



Picol.Org

3



TAKE TYPE
SERIOUSLY



BOB BROWN **Financial** **Consultancy**

Bad Combos



SALLY'S CHILD CARE

Bad Combos

NO WAY



~~ComicSans~~

DON'T



Sans Serif

Serif 

Script



Default Fonts *are BORING*

(Arial)



Veneer

MIX & MATCH

typefaces around

Times

Bariol



keep to about

3 TYPEFACES

to be consistent

TRY SOME:



Oswald

Fertigo

League Gothic

Pacifico

RESOURCE

FREE FONTS



**ONLY THE BEST
COMMERCIAL-
USE FREE FONTS**

Free fonts have met their match. We know how hard it is to find quality freeware that is licensed for commercial work. We've done the hard work, hand-selecting these typefaces and presenting them in an easy-to-use format. Here are some of our favorites:

Source Sans Pro AaBbCcDdEeFfGg

Source Sans Pro | 12 Styles | OpenType | Adobe

Font Squirrel

Submit a font

Tools: ABCDEFGHIJKLMNOPQRS

Font	Techno	Gothic	Basic	Script	Dingbats	Bar Code
Font	Square LCD Sci-Fi Various	Medieval Modern Celtic Initials Various	Sans serif Serif Fixed width Various	Calligraphy School Handwritten Brush Trash Graffiti Various	Alien Animals Asian Ancient Runes, Elvish Esoteric Fantastic Horror Games Shapes	Nature Sport Heads Kids TV, Movie Logos Sexy Army Music Various

Font files > "Install"
Windows\Fonts
Install font" button. Other OS...

DaFont

4



USE **COLORS**
WISELY



Psychographic Clusters: Lifestyle Segmentation

- Youth Segment
Communication



- Mobile, Social Networking Sites, Internet;

- Banks have created Facebook and Twitter, as well as E-banking to cater to their interests and activities.



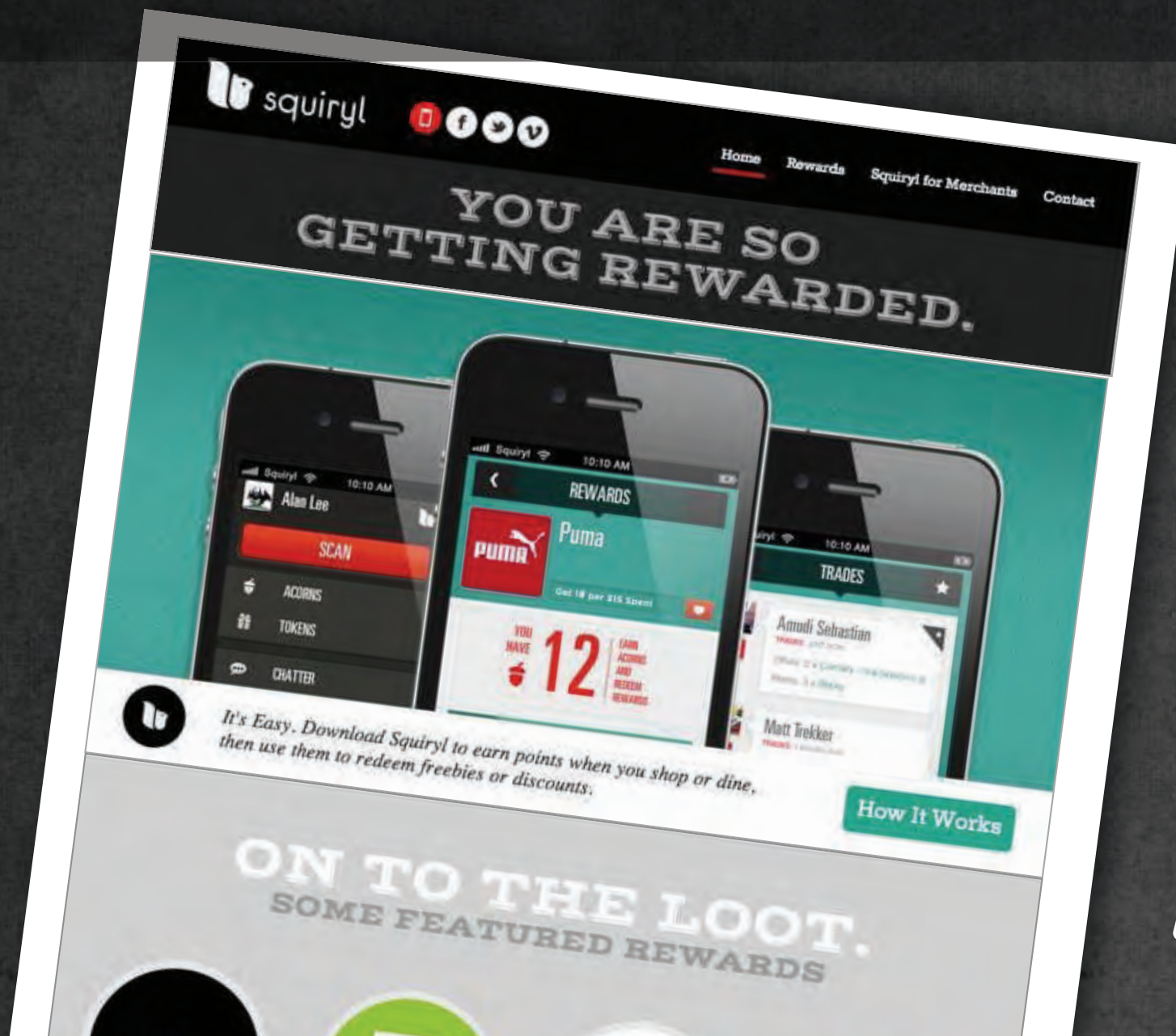
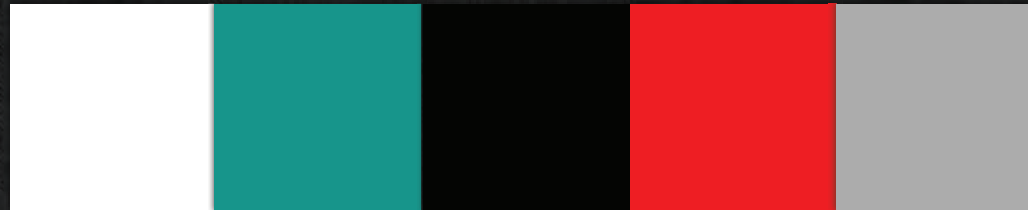
Distastor



COLORS

create emotion

COLOR SCHEME



Example



Contrast
is important

RESOURCE



COLOR SCHEMES



Design Seeds

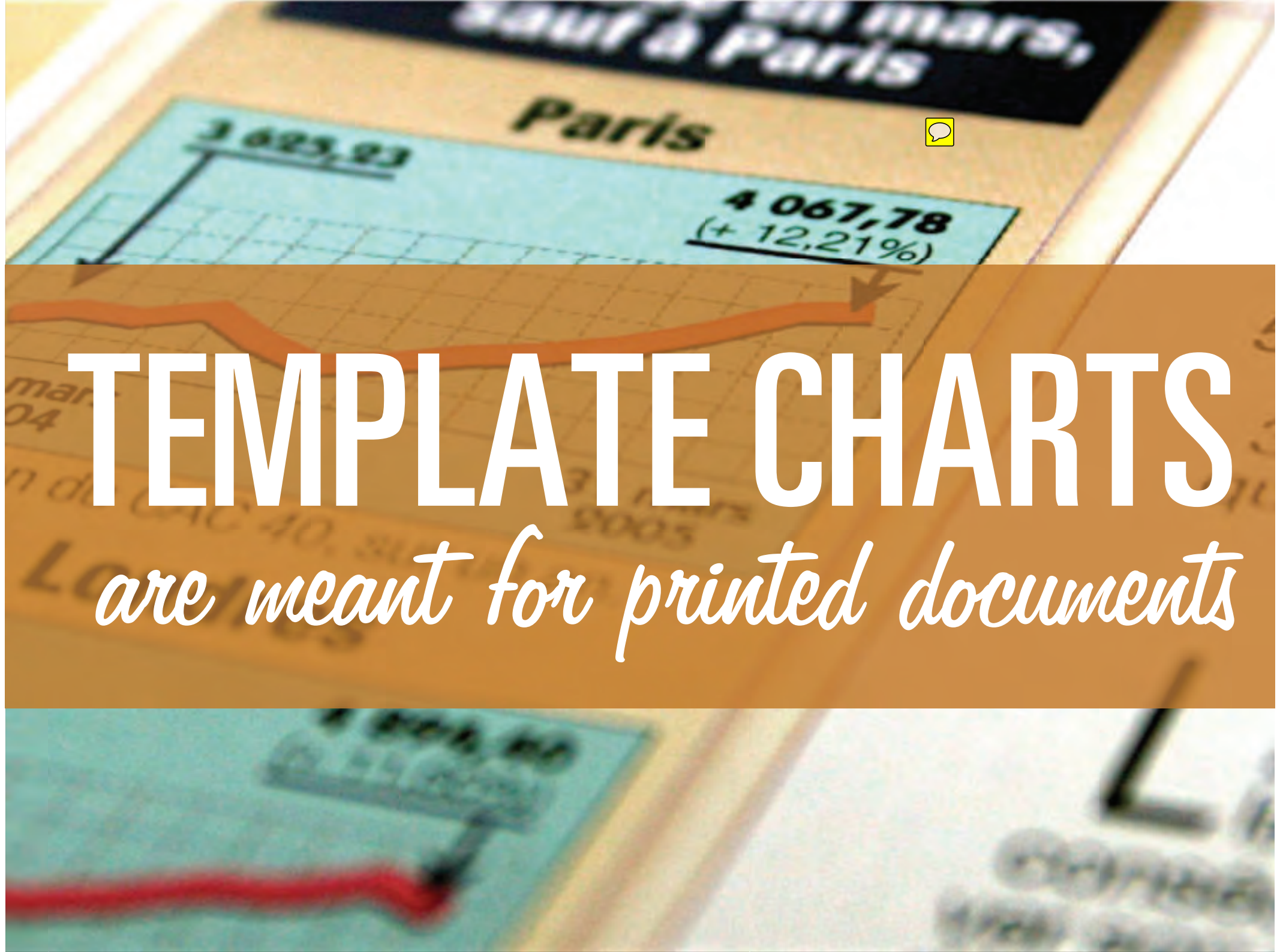


Adobe Kuler

5

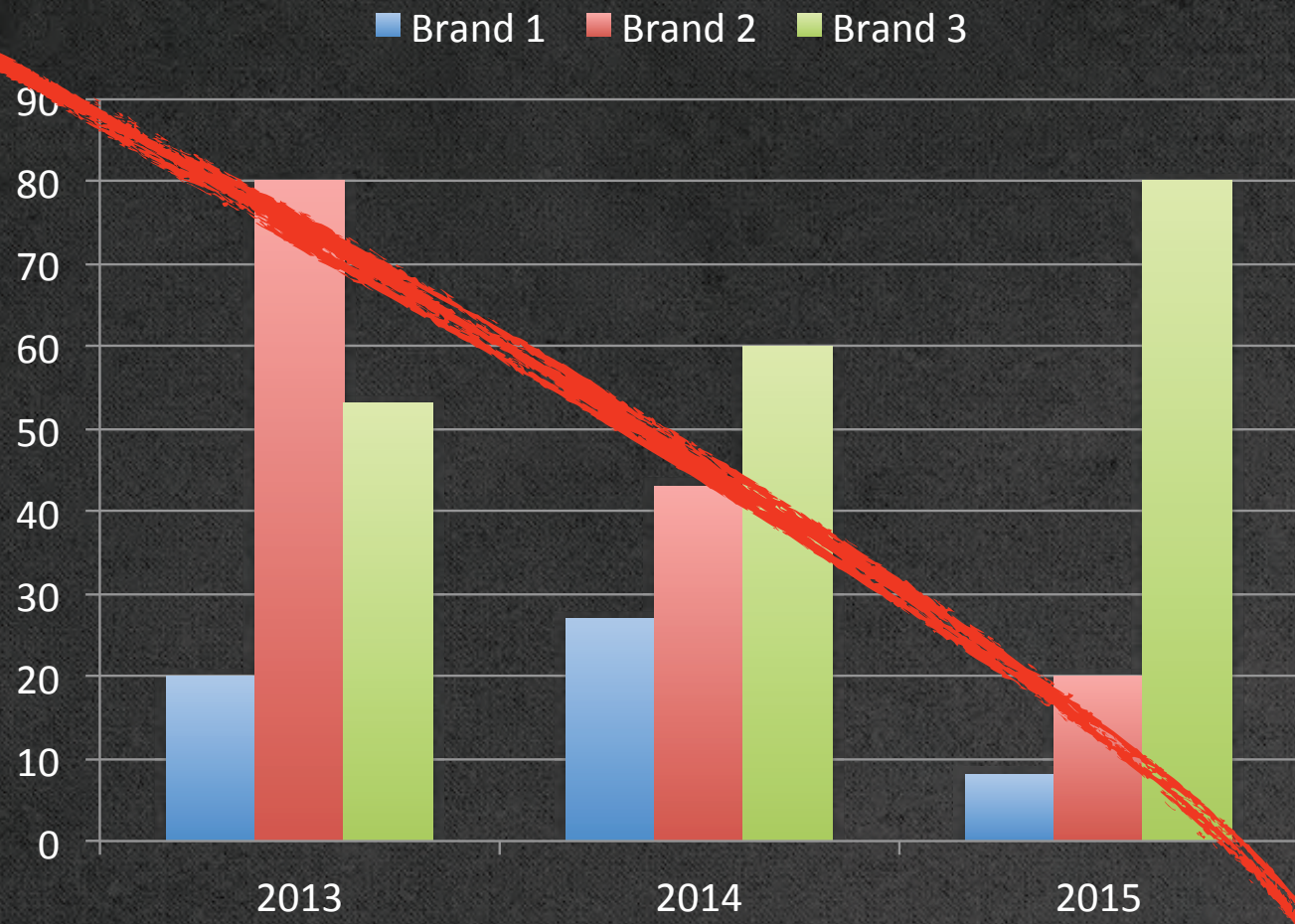


MAKE INFORMATION
INTERESTING



TEMPLATE CHARTS

are meant for printed documents

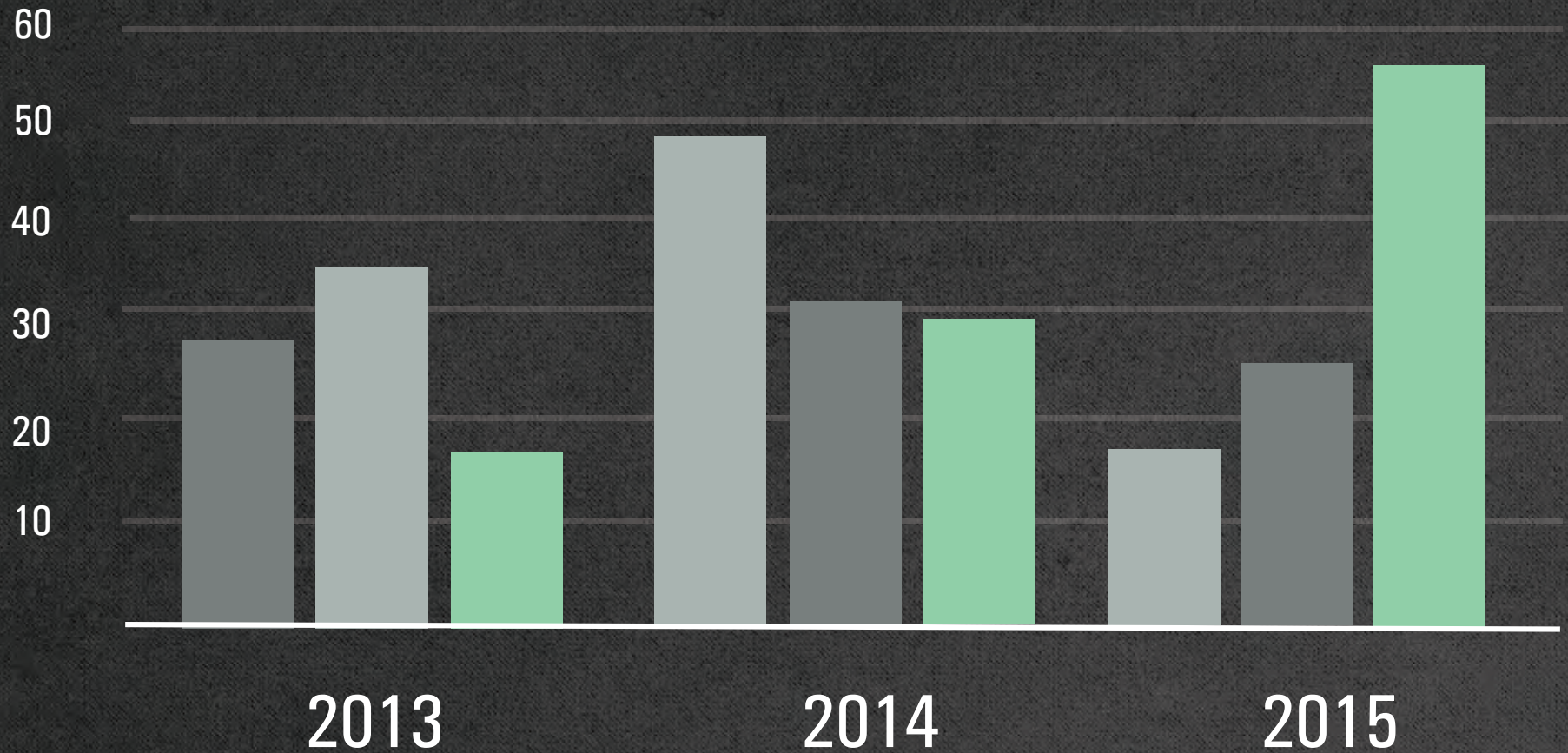


Yucks!

SALES ARE STEADILY INCREASING



■ BRAND 1 ■ BRAND 2 ■ BRAND 3



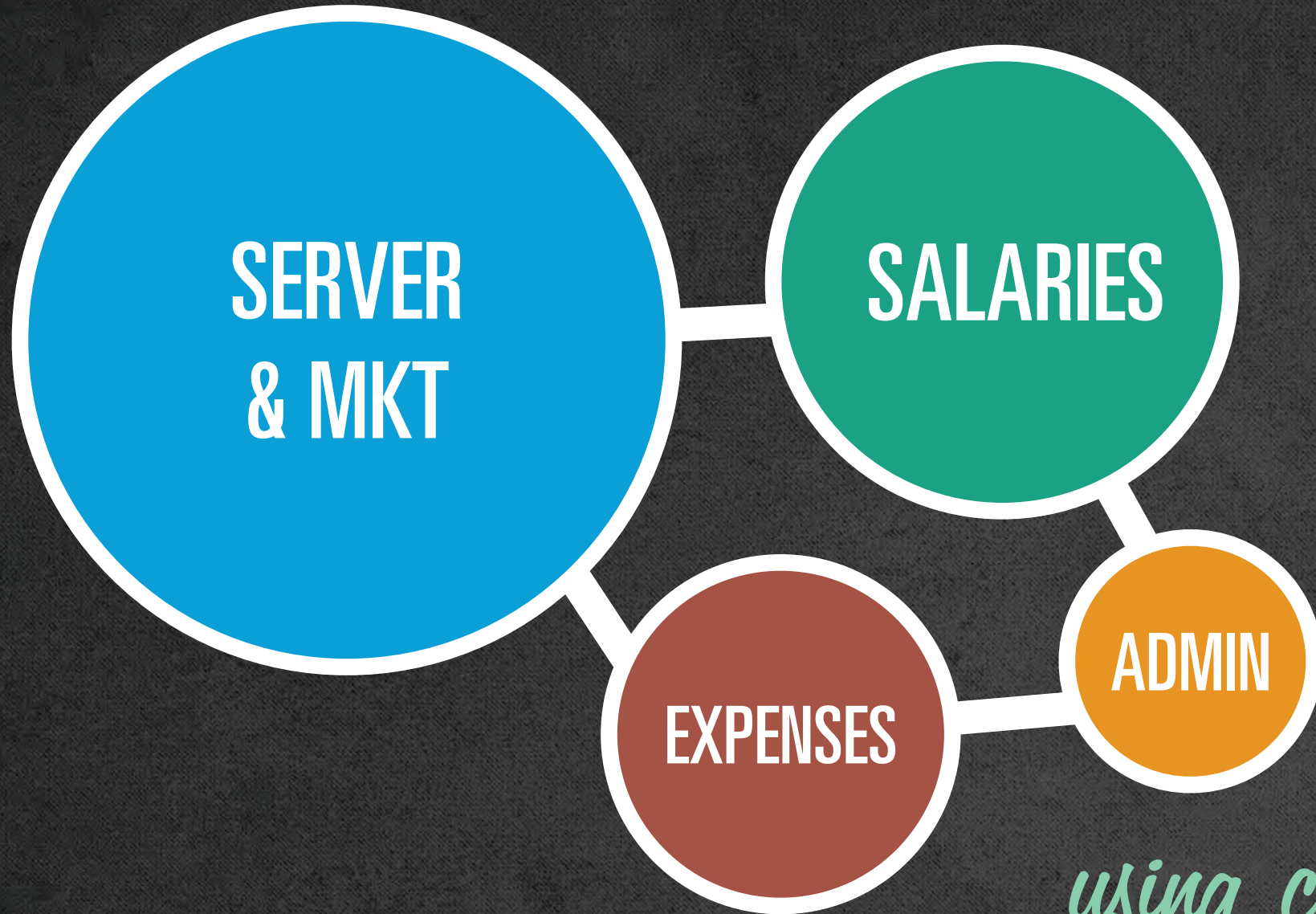
START UP COSTS



ADMINISTRATION COSTS	\$800
COMPANY INCORPORATION	\$370
LICENSING	\$200
SERVER COSTS	\$230
SERVER MARKETING	\$5,000
SERVER COSTS	\$1,000
TRAINING	\$800
SALARIES	\$3,000
EXPENSES	\$1,400
TOTAL COSTS	\$11,000

Boring!

START UP COSTS



using circles

START UP COSTS



SERVER & MARKETING

SALARIES

EXPENSES

ADMIN

using rectangles

6



MAP OUT THE STRUCTURE



Show Big & Clear
SIGNPOSTS

Sign Posting

1

SUPERSIZE
YOUR MESSAGE

2

MAKE USE OF
IMAGERY

3

TAKE TYPE
SERIOUSLY

7



KEEP IT STUPIDLY
SIMPLE



90%

**of the creative process
IS DESTRUCTIVE**

- Nancy Duarte



TRASH OUT

those ~~corporate templates~~



REMOVE

Things you don't need





ONE BIG MESSAGE

per slide

1 
SUPERSIZE
YOUR MESSAGE

2 
MAKE USE OF
IMAGERY

3 
TAKE **TYPE**
SERIOUSLY

4 
USE **COLORS**
WISELY

5 
MAKE **INFORMATION**
INTERESTING

6 
MAP OUT THE
STRUCTURE

7 
KEEP IT **STUPIDLY**
SIMPLE

RESOURCE
COOL IMAGES
 
CC Search *StockXchange*

RESOURCE
SEXY SYMBOLS

Pearly.org

RESOURCE
FREE FONTS
 
FontSquirrel *DaFont*

RESOURCE
COLOR SCHEMES
 
Design Seeds *Adobe Kuler*



7 TIPS TO *Beautiful* POWERPOINT

PRESENTED BY: EUGENE CHENG




And Remember...



**A GOOD SET OF SLIDES WON'T
MAGICALLY MAKE YOUR TALK
GREAT. BUT A GREAT TALK IS
BADLY HURT BY BAD SLIDES**

-Zach Holman

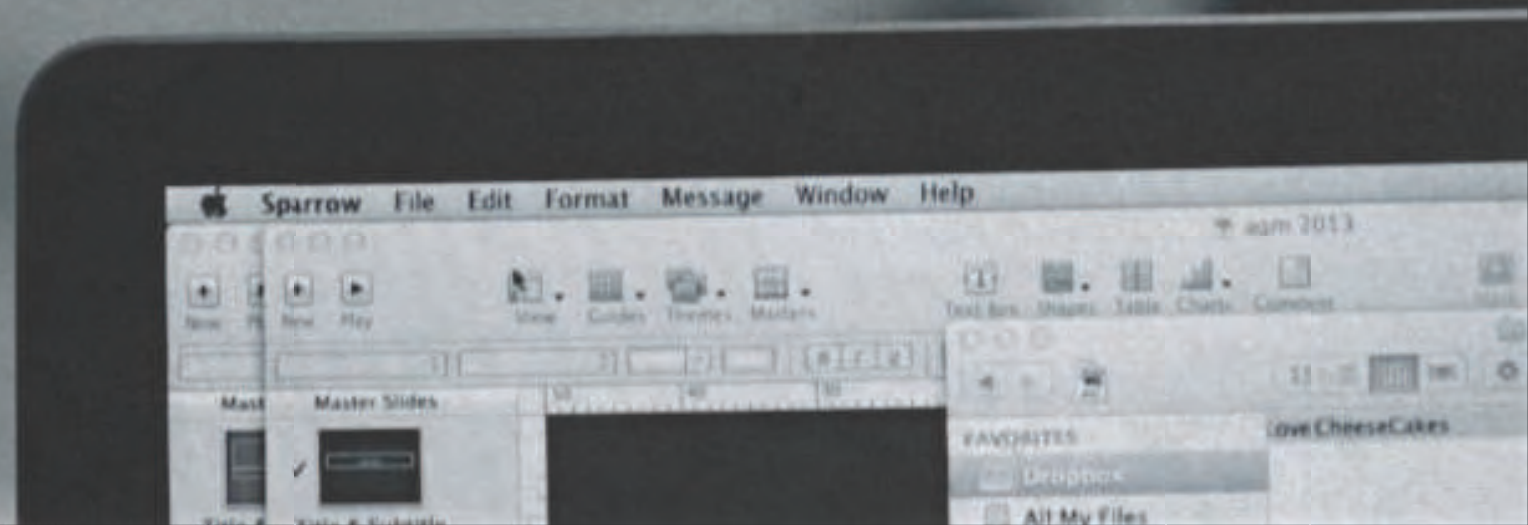


BREAK
the 🗨️ rules



TRY IT OUT

for your next pitch





THANKS

for listening

Inspiration

EMILAND DE CUBBER
JESSE DESJARDINS
SCOTT SCHWERTHY
NANCY DUARTE

Color Scheme

BASED OFF: SQUIRYL.COM
EMILAND DE CUBBER

Image Credits

LIGHTS by KEVIN DOOLEY
PRESENTER by KRIS KRUG
FLOWER by PETE ORELUP
THE STOCK EXCHANGE

Pictorials

THE NOUN PROJECT
PAUL DAVEY (MATTAHAN)

SLIDES BY



EUGENE CHENG

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