



‘Start Smart’ - Session 8

‘Presenting Your Start Up Vision – Presentation Tips

9th March 2026

The Programme Recap

Week 1 – The Seed of an Idea

- Find your passion, gaps in the market, the big idea, road-testing and brainstorming

Week 2 – Plan Like a Pro

- Business Plan Bingo, Business Canvas Models and the essential Start-up checklist

Week 3 – Digital Marketing Essentials

- Social selling on TikTok and Instagram & LinkedIn insights

Week 4 – Money Talks

- How much do you need to start a business, balancing the books

The Programme Recap continued

Week 5 – Wellbeing for Entrepreneurs

- Business and the brain, reflect before big decisions and the resilience toolkit

Week 6 – Your Personal Brand

- Crafting your brand identity, selling your brand and your vision

Week 7 – AI for Business Advantage

- ChatGPT Masterclass and mastering Canva's AI Tools

Week 8 – The finale

Presentation tips & tools

In this session, we'll cover

- Elevator pitch practising
- Creating a good first impression
- Communicating effectively and articulately about your business
- Top tips for effective presentations
- Making an impact on your audience



We'll also cover

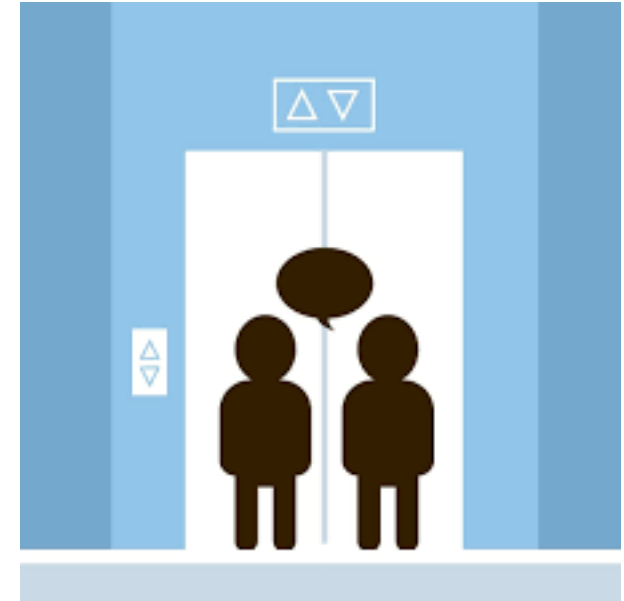
- The pros and cons of presenting
- The 3 W's
- 5Ps Model
- Biker B
- Tools and techniques
- Final tips



What is an Elevator Pitch?

Elevator Pitch (the lift pitch)

- Imagine you have a short space of time in a lift to tell someone about yourself
- 30-60 second summary of what you do / what your business does
- The aim is to capture attention and keep it – and quickly, like the length of time in an elevator
- 3Cs – it must be clear, concise and compelling – exciting!



How to Create an Elevator Pitch

Introduction

Who are you, and why should they care? Include your name, job title, or company.

Hello, I'm [name], and I'm the [title] at [company].

Explanation

What do you or your company do?

I work at Grammarly. We make an AI communication assistant that helps people communicate better.

Unique Value Proposition

What is unique about the product or service you provide?

Grammarly works everywhere you communicate, helping you start and finish communication tasks more easily and effectively.

Call to Action

What do you want your audience to do?

Can we set up some time to discuss a partnership?

Elevator pitch do's and don'ts:

Do

- ✓ Follow the outline
- ✓ Speak clearly and slowly
- ✓ Be persuasive and positive
- ✓ Record yourself
- ✓ Practice, practice, practice

Don't

- ✗ Include too many details
- ✗ Skimp on practicing
- ✗ Use technical jargon
- ✗ Ignore your audience
- ✗ Limit yourself to one pitch

What makes a good presentation?

- Exercise 1
 - Think back to the best presentation that you've attended/heard in the last 12 months and note:
 - Why was it good?
 - What was the speaker's key message?
 - How was it structured?
 - How were the audio visuals?
 - What did the speaker do to grab your attention?
 - What was the key element that made it memorable?

Obama & Trump



Eileen Gu – freestyle skier



Just some of my favourites

- Kyle Whittington – Bad Dinosaur, final words
- Suzi Laird – Positive Solutions, honest
- Scott Hastings – former rugby player, inspiring & entertaining
- Marie Owen – LS Productions – heartwarming & inspiring



Tips & techniques

Communication / Presentation

The 3 W's

- Why.....am I giving this communication/presentation?
- What.....is the objective?
- Who.....is the audience?



THE
3W'S

5Ps Model to help build your presenting skills

- Planning
- Preparation
- Practice
- Performance
- Passion



The Biker-B Model

The Biker B presentation model helps bring a structured, audience-centric approach to presenting and includes everything including visuals and feelings

It helps to keep your presentation interactive and engaging

Biker-B – how it works

- **BANG** - start with an attention grabber
- **INTRODUCTION** - outline the key points of your presentations
- **KEY POINTS** – 3 key points
- **EXAMPLES** - one example per key point to link participant experience and help remember
- **RECAP** - summarise the key points
- **BANG!** - finish with a closing hook – link back to the beginning

BIKER-B

Bang!

- Punchy highlight
- The imagine statement
- The mystery clue
- The participation opener
- The dramatic start

BIKER-B

Introduction

- Tell them what you are going to tell them...
- ...and how

BIKER-B

Key points – the telling them

- 3 key points
 - Ask yourself – what's in it for them (the audience)
 - When in doubt cut it out
 - Include only key points to support your main message
 - Ask yourself 'what would I need to hear if I were in their shoes'

BIKER-B

Examples

- Linked to your key points are examples to help the audience visualise or feel your message
- For each key point back up with an example or illustration

Stories sell – facts tell

BIKER-B

Recap

- This is where you tell them what you told them
- Recapping is like the 'takeaway' to reinforce your message

BIKER-B

The final **B**ang

- End on a high note -
 - a statement that dramatically sums up your key message
 - Lay down a challenge
 - Present a call to action
- Link to your opening bang

Don't whimper out

Timing

- Always stick to the time schedule
- Practice, practice, practice
- Does your time include Q & A?

Notes

- Use Powerpoint or 3 / 5 cards
- Do not write lengthy notes
- Keep slides simple & organised

Voice

- Projection/Volume
- Articulation
- Modulation
- Pronunciation
- Enunciation
- Repetition
- Speed

Appearance

- Business
- Comfortable
- Appropriate
- Remember first impressions last
- Check zips and buttons
- Virtually , online – stripes / bold patterns

Lighthouse technique

- Sweep the audience with your eyes
- 2-3 seconds contact
- Do not fixate on the one friendly acknowledging person
- Or even worse the wall
- Virtually – down the lens



Body language and mannerisms

- Watch your props – pens pointers, specs etc
- No phones in pockets
- Look out for your ‘verbal’ repeaters (you know, OK etc.)
- Furniture, wires, cables
- Remember body position – closed/open
- Check hair, tie, clothes etc - then forget your body
- Virtual presentations –
 - Standing or sitting
 - Lighting
 - Reading off script
 - Practice – record – practice

What does incongruent mean

You are saying something but your body language is saying something else

Nerves

- Everyone is nervous at presentations to varying degrees
- Usually at the beginning – will subdue
- If extreme start your presentation with a question, show of hands, discussion, reference – it will take the pressure off you and give you some time to communicate well

Additional props

- Flip chart
- Overhead projector
- PowerPoint
- Humour
- More complex – more risk

Elevator pitch

Anyone want to give it a try – 30secs?

Top tips



- Prepare and practice - test your talk
- Use positive language
- Be yourself - authentic
- TIME IT – get the running order
- Memorise it, could have a tech problem on the day – especially online
- Arrive early - final run through
- Take a moment with ‘yourself’ 10mins before
- Take your time and breathe - PACE YOURSELF
- Remember it is your story – only you know it and you know it well
- Act confident and you will feel confident
- Have water beside you and enjoy it!
- Always ask for feedback

Your Task

- List 3 top tips to help deliver a great presentation
- Start writing your elevator pitch and practice it
- Check out this link below to help you –
- <https://www.grammarly.com/blog/business-writing/elevator-pitch/>

Contact Us



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