



Panduan Pembuatan Video PITCHDECK

BI DIGITAL COMPETITION 2021

PITCH DECK

- *Pitch deck* adalah presentasi singkat, sering dibuat menggunakan PowerPoint, digunakan untuk memberikan gambaran singkat tentang rencana bisnis Anda kepada audiens Anda. Anda biasanya akan menggunakan presentasi singkat Anda selama pertemuan tatap muka atau online dengan calon investor dan mitra
- kali ini calon investor Anda adalah Bank Indonesia

PENILAIAN

Penilaian akan menggunakan 5 kriteria berikut :

1. seberapa jauh **penggalian problem** didasarkan pada konsumen (makin banyak responden akan makin baik)
2. hasil **prototipe solusi** (makin jelas prototipe hasil iterasi akan makin baik)
3. seberapa jauh **prototipe sudah di tes** dengan calon konsumen (makin banyak responden akan makin baik)
4. analisis **dampak**/manfaat/keuntungan solusi bagi pengguna maupun Bank Indonesia (makin lengkap akan makin baik)
5. kualitas **video** presentasi (makin menarik akan makin baik)

JUDUL

- Judul singkat yang menarik
- Beri nama solusi Anda dengan disertai tagline singkat yang jelas



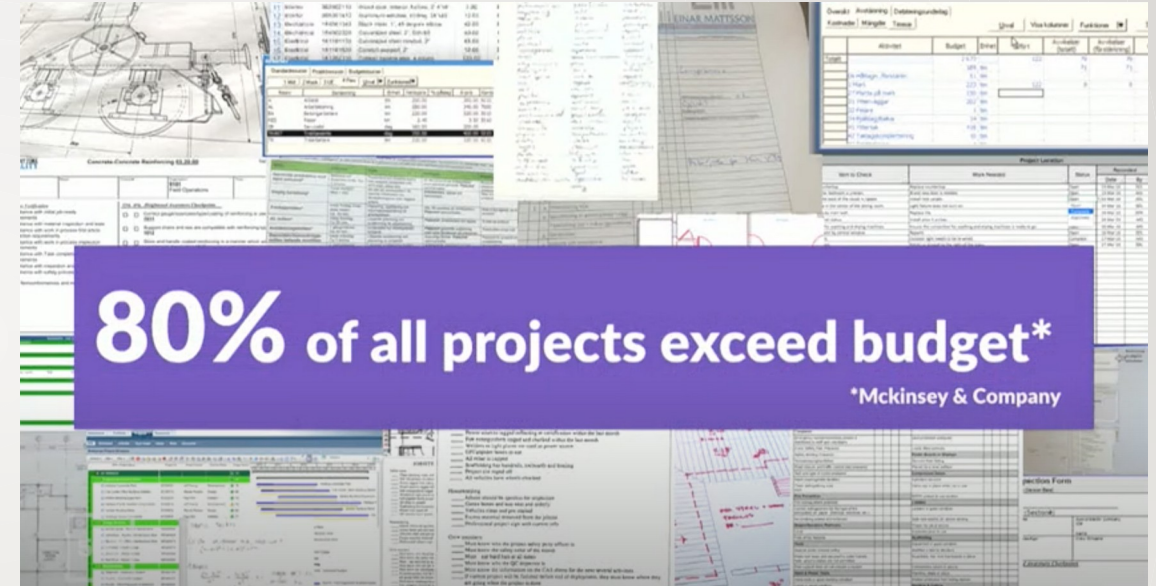
OPENING

- Ceritakan hal yang penting dari sudut pandang pelanggan (user/customer)
- Ceritakan betapa hal tersebut juga penting bagi Bank Indonesia dalam menjalankan fungsinya



NAMUN....

- Ceritakan masalah yang muncul karena adanya kondisi yang tidak diharapkan :
 - kondisi pengguna
 - kondisi data
 - kondisi alat/system
- **Ceritakan besarnya kerugian yang muncul karena masalah tersebut**



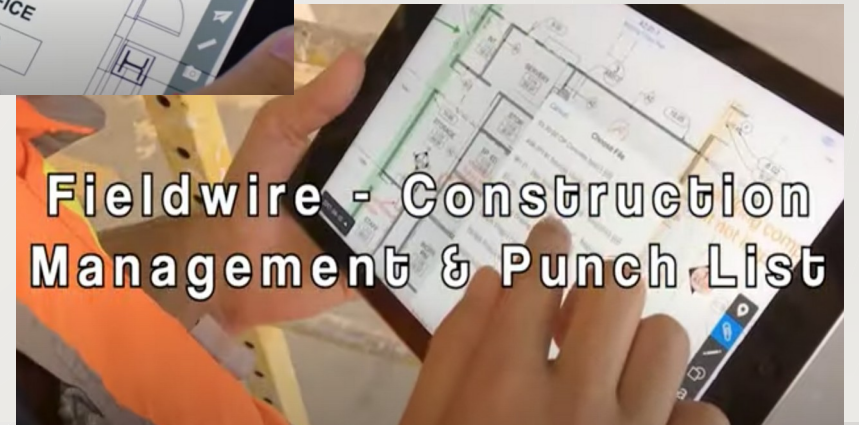
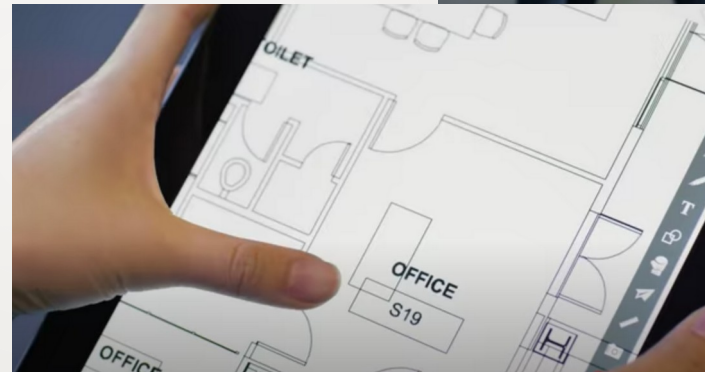
OLEH KARENA ITU...

- Ceritakan solusi saat ini
- Ceritakan 'value proposition' solusi Anda
- Tunjukkan keunggulan solusi Anda




DAN INILAH SOLUSINYA...

- Ceritakan prototipe Anda
- tampilkan capture/foto dari prototipe
- tampilkan foto prototipe sedang dicoba oleh pengguna



DAN HASILNYA...

- Ceritakan impresi dari pelanggan Anda
- Tunjukkan bagian yang membuat pelanggan merasa 'wow'!




\$45K
MRR


+20%
MoM

10x
with current
customers


iControl projects



Soder Hospital
Size: \$100 million USD



Tele2 Headquarters
Size: \$60 million USD



Superbridge, Southern Stockholm
Size: \$30 million USD

500
DEMO DAY

ROADMAP

- Ceritakan rencana pengembangan/realisasi solusi
- ceritakan roadmap fitur-fitur penting selanjutnya
- **ceritakan keuntungan yang akan didapat pelanggan/pengguna dan Bank Indonesia jika solusi ini diterapkan**



iControl


Potential ARR of \$4.5 billion

4.8 million
construction workers
write daily reports

500

KAMI ADALAH..


- Profil tim Anda



iControl

Team of 8 with previous construction software experience

 **Alexander Selling**
CEO, IOS dev

 **Anton Fagerberg**
COO

Previous enterprise construction clients

500

SUMMARY

- Ringkasan poin-poin penting



\$45k MRR, +20% MoM

10x opportunity with current customers alone

\$4.5 billion potential ARR

founders@icontrolapp.se

500 DEMO DAY



DO's and DONT's



PITCH DECK DO'S

1. TELL A STORY & ENGAGE PEOPLE EMOTIONALLY

Everyone loves to hear stories, even the investors. So tell an exciting story about your startup.





2. LIMIT EACH SLIDE TO EXPRESSING ONE IDEA

You want to keep your entire audience on the same page



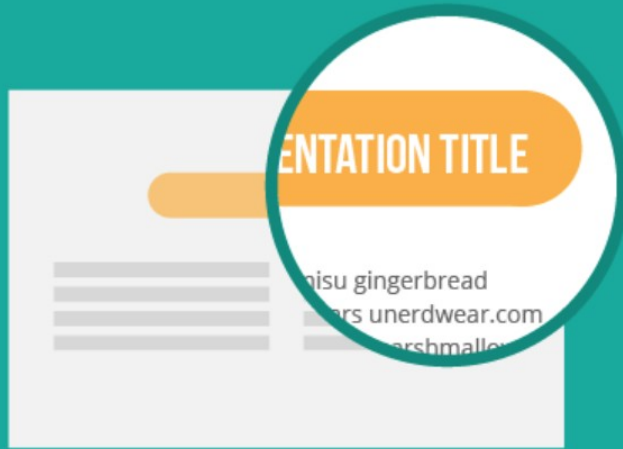
3. PREPARE TO MAKE A GREAT FIRST IMPRESSION

First impressions are powerful. Believe it. The first 2-3 minutes are the most important

4. SHOW THE PEOPLE BEHIND YOUR IDEA

Focus on a significant, relevant accomplishment for each person in a team that identifies that person as a winner





5. KEEP A CONSISTENT LOOK IN PRESENTATION

Use the same font, size, color and capitalization format across all slides of your investment pitch deck.



6. KNOW YOUR METRICS BETTER THAN ANYONE

Traction speaks louder than words.



PITCH DECK DON'T'S

1. DON'T USE TOO MANY BULLET POINTS

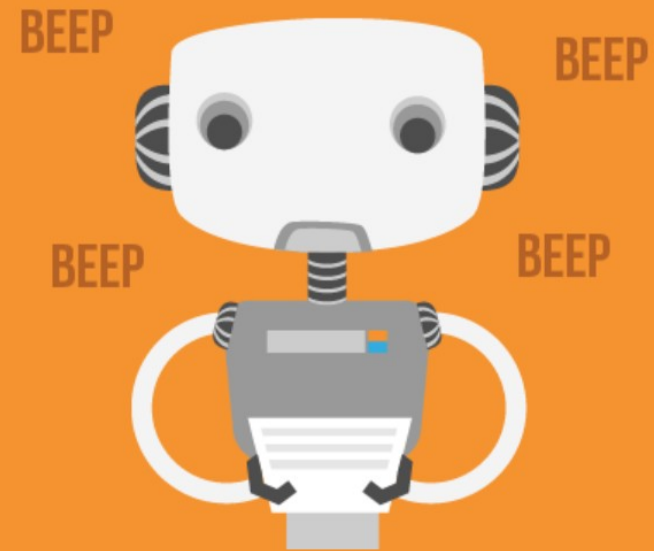
Limit the bullets. Too many bullet points will kill a presentation.





2. DON'T MAKE IT TOO LONG

Average entrepreneur pitch: 38 slides.
Average VC attention span/cranial capacity: 10 slides. Do the math.



3. DON'T READ WORD BY WORD FROM YOUR SCRIPT.

You will sound like a robot and miss the all-important eye contact with the audience.

4. DON'T CREATE A TEXT-RICH, PICTURE-POOR PRESENTATION.

People cannot read and listen at the same time. Great visual inspire and engage people emotionally.





5. DON'T COME UNPREPARED

Try to anticipate the kinds of questions they might have and be prepared with answers.



6. DON'T USE SMALL FONTS

Always use a font large enough to be seen by all audience members. Use 32- to 44-point for titles and no smaller than 28-point for the text or bulleted items.



PANDUAN PEMBUATAN VIDEO PRESENTASI

VIDEO PRESENTASI

- Video presentasi digunakan sebagai pengganti presentasi langsung.
- Isi presentasi bisa menggunakan alur presentasi *pitch deck*.
- Cara mudah membuat video presentasi adalah dengan merekam share screen menggunakan Zoom, atau menggunakan Power Point Recording
- Rekaman menggunakan zoom :
- <https://www.youtube.com/watch?v=EJUXIL3rHzA>
- Rekaman menggunakan PowerPoint :
- <https://www.youtube.com/watch?v=D8JV3w4TOVw>

VIDEO EDITING

- Editing bisa menggunakan editor video bawaan seperti Windows video editor, Mac iMovie, atau editor gratis seperti VLC.
- Windows 10 Video Editor :
<https://www.youtube.com/watch?v=t6yQwLuoO3w>
- Mac iMovie Video Editor :
<https://www.youtube.com/watch?v=U1Hd60lwOyA>
- VLC video editing :
<https://www.youtube.com/watch?v=MtxpVJ5sX9M>

UPLOAD VIDEO

- Video diunggah ke Youtube.
- Cara membuat akun youtube :
 - <https://www.youtube.com/watch?v=6o7qODwjEz8>
- Akun youtube lebih dari 5 menit :
 - <https://www.youtube.com/watch?v=wMYnr3H2KKg>
- Pastikan video disimpan dengan mode : **UNLISTED (hanya dapat dilihat oleh kalangan terbatas)**
- **Upload unlisted video :**
 - <https://www.youtube.com/watch?v=jaftEW9WI3U>



CONTOH VIDEO PITCH DECK

CONTOH PITCH DECK

- <https://www.superside.com/blog/35-best-pitch-deck-examples-2017>

50 Best Pitch Deck Examples from YC & 500 Startups



Team Superside

14 min read



VIDEO CONTOH

- <https://www.youtube.com/watch?v=AOYYYAGrxrE>
- <https://www.youtube.com/watch?v=PlvDQ1waNW0>
- <https://www.youtube.com/watch?v=9Q6iwRgAejE>
- <https://www.youtube.com/watch?v=coqjj1M91us>
- <https://www.youtube.com/user/500startups/playlists>

Link Referensi

- <https://pitchdeck.improvepresentation.com/what-is-a-pitch-deck>
- <https://visme.co/blog/what-is-a-pitch-deck/>
- <https://slidebean.com/blog/startups-pitch-deck-examples>
- <https://piktochart.com/blog/startup-pitch-decks-what-you-can-learn/>
- <https://www.ycombinator.com/library/4T-how-to-design-a-better-pitch-deck/>
- <https://www.ycombinator.com/library/20-deck>
- <https://www.aaronkharris.com/advice-on-pitching>



DO YOUR BEST!