



## PowerPoint presentation design

The first slide in the presentation shall be the Power Pitch-slide with the company name and logo. The last slide should include the logo and the contact details of the presenter.

### General information about designing a slideshow:

- Graphics; choose meaningful graphics and pictures, not just random clip art
- Use bullets, not verbatim
- The header on each slide should contain the conclusion for the given slide
- Do not use the standard PowerPoint design templates, keep it simple
- Do not use complex slide transitions or text animations

### Do not use font size less than 24'

Select a font and size and stick with it. If your font size works for all slides except for one you should think if there is too much text on that respective slide

Obey the 666 Rule:

-No more than 6 words per bullet. Otherwise it's not a bullet point!

-No more than 6 bullets per slide. If more it is difficult for your audience to read and pay attention

-No more than 6 word slides in a row

### Limitations set by Seed Forum:

- The background color should preferably be white or any other bright color. No dark colors
- Avoid all kinds of animations and movements on the slides. The presentations should be limited to text and static images. Simple animations should be self-explanatory
- Videos are not accepted
- A 7 minutes pitch should include not more than 10-12 slides
- The size of the presentation should not exceed 8-10 megabyte (so it can be easily forwarded by e-mail)
- The file format shall always be .ppt or pptx (not pps,ppsx, pdf, open office etc)
- The presentation shall always be conducted in Seed Forum on a laptop with Windows format

A printed version of the presentation may be in black and white, and you should have this in mind when designing the slides. Do not use too many colors

**KEEP IT SIMPLE – THINK SIMPLICITY**