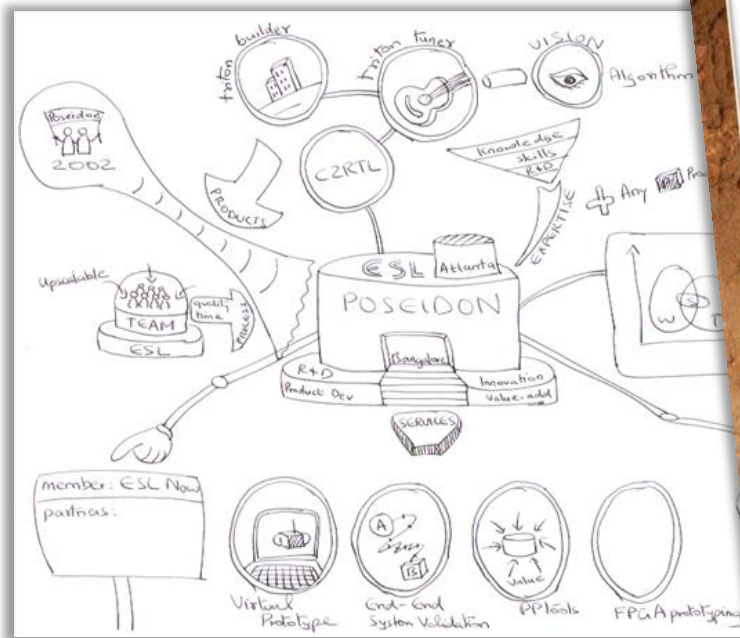


Creating a Service Pitch with Technical Information

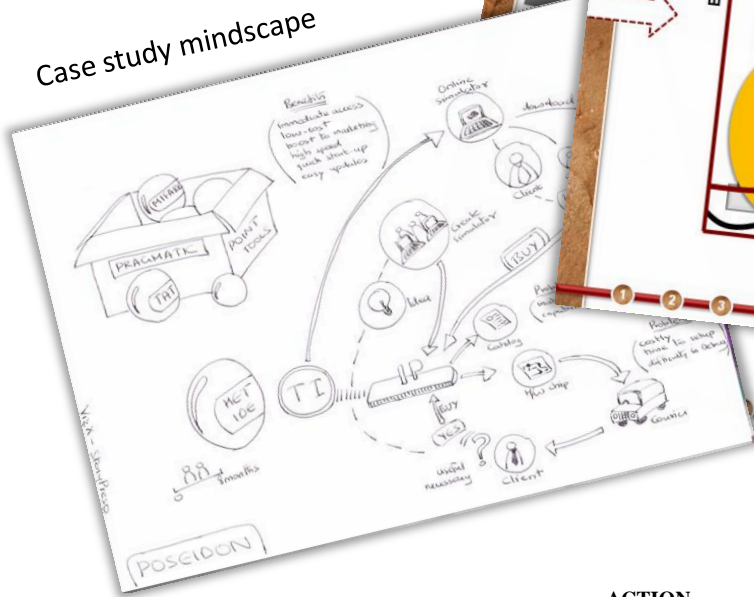
Industry: Products Deliverables: PITCH Presentation, Visual Maps

Poseidon company profile – Visual mind-map



COGNITIVE VISUAL FLOWS AND STRUCTURES AID IN CONVEYING TECHNICAL JARGONS AND VALUE-ADD. Catering to both Managerial and Technical audiences is a challenge – so a clear relatable set of visual structures were created to convey and sell. Then with the subject matter experts from Poseidon, StoryPreso designed a techno-commercial presentation

Case study mindscape



CHALLENGE

For the first time, StoryPreso was given the opportunity to work on a Techno-commercial presentation. The Client was Poseidon, a leader in the area of ESL. With years of creating powerful products, they wanted to offer their expertise as Services. The biggest challenge was understanding the volumes of technical stuff and also analyzing their presentation style.

The goal was to create a Pitch presentation, which can address both the technical and managerial audiences, supported by a Presentation booklet which will be an add-on with relevant appendixes too.

ACTION

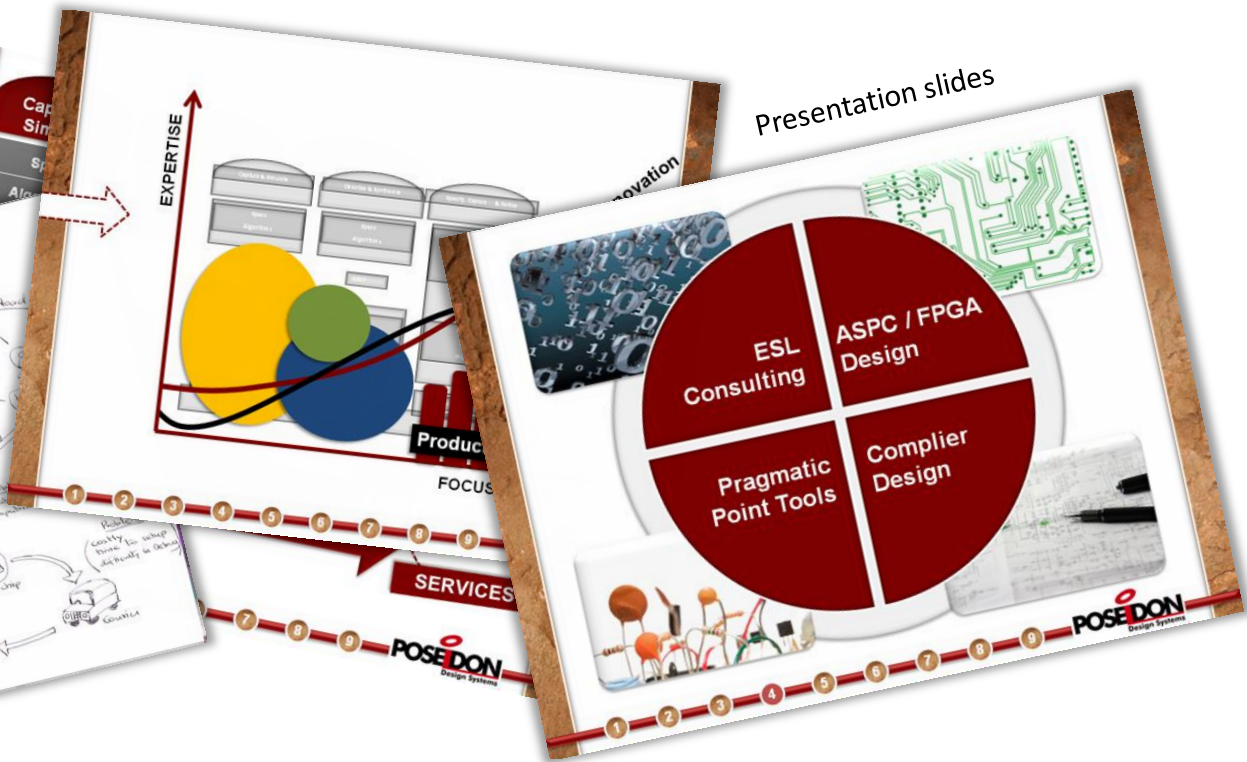
StoryPreso had a DISCOVER session with the top management, marketing head and technical specialist – the aim was to understand the complex loads of information. Then we created Mindscapes (visual mind-maps) of the case studies and the company profile.

From this step we worked with the top management, understanding their style of presentation and the audiences they cater to. The result was establishing a Technical style of Presentation (Conference style as defined by Albert Abela) with relevant supporting documents.

We collaborated to find structures and diagrams which imply at a glance – complex flows; then framed the presentation flow around them – creating a cognitive style of technical information flow and key messages.

We also pulled out huge piles of technical flowcharts and bulleted texts which were originally part of the presentation and moved them into a Presentation booklet

Presentation slides



RESULT

StoryPreso created a Services Pitch Presentation and suggested a print-out of add-ons in a Presentation booklet (which can be left behind as a reminder to potential customers)

Today, Poseidon team uses this Service Presentation to pitch in for new clients and the results are adding to their growth.



We also created **Templates** for Poseidon for both their internal and external presentations – so there can be a standard that all teams across the globe can use



Templates

Ashley is a thorough professional, a creative person with great leadership and management capabilities. I was literally amazed by how somebody with little technical knowledge could break down complex technical concepts into simpler and effective chain of ideas through visual story telling. Personally in the many interaction that I have had in various seminars led by him, he always comes across as somebody who can articulate his thought so wonderfully.

Melwyn Scudder, *Technical Specialist*



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