

Activity

8.4

Slide Presentation

Microsoft PowerPoint is a slide-based presentation program developed by Microsoft. Until now, Microsoft PowerPoint has had more than 10 versions.



การนำเสนอข้อมูลในงานสำนักงาน Microsoft PowerPoint เป็นโปรแกรมนำเสนอที่มีรูปแบบต่าง ๆ ให้เลือกใช้ รวมถึงสามารถตกแต่งด้วยภาพเคลื่อนไหว และเพิ่มความน่าสนใจด้วยเทคนิคการใส่เสียงประกอบการนำเสนอ

Guy Kawasaki proposed the **10/20/30** rule of PowerPoint presentation:

"A PowerPoint presentation should have ten slides, last no more than twenty minutes, and contain no font smaller than thirty points."

10 slides, for example, consist of

- ① Problem (ปัญหา)
- ② Your solution (แนวทางแก้ไขของคุณ)
- ③ Business model (รูปแบบทางธุรกิจ)
- ④ Underlying magic/technology (เทคโนโลยีที่นำมาใช้)
- ⑤ Marketing and sales (การตลาดและการขาย)
- ⑥ Competitors (คู่แข่ง)
- ⑦ Team (ทีมงาน)
- ⑧ Projections and milestones (เป้าหมาย)
- ⑨ Status and timeline (สถานะและแผนการพัฒนาระบบหรือผลิตภัณฑ์)
- ⑩ Summary and call to action (สรุปประเด็นสำคัญและการติดตามผล)

20 = last no more than twenty minutes.



30 = contain no font smaller than thirty points.

I am sure
you find this
easy to read

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you find this
easy to read

Exercise A

Which of the following people used the 10/20/30 rule?

Check (✓) the boxes.

- ☐ Jane used 20 slides in her PowerPoint presentation.
- ☐ Jack prepared his 1-hour PowerPoint presentation.
- ☐ Jeanette used 35 point fonts in her PowerPoint presentation.
- ☐ John planned to give a 30-minute PowerPoint presentation.



Exercise B

Look at the following PowerPoint presentation slides. Then circle the correct answers to the questions.



Problem

- Global warming
- High electricity cost



Your solution

- New technology of lighting



Business model

- Share revenue
- Pay as you grow



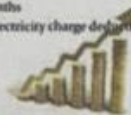
Underlying magic/technology

- Light Emitting Diode



Marketing and sales

- XED's LED solution save 50% of monthly electricity cost.
- Free trial service for 6 months
- Share revenue based on electricity charge deduction.



Competition

- New Fluorescence technology
- Magnetic induction bulb



Team

- CEO: Thomas Kane
- CFO: ex KNG director
- LED engineering team from LASA



Projections and milestones

- LED for factory illumination system
- 50W equivalent LED



Status and timeline



Summary

- XED's LED solution, FREE to TRY and Save more cost.
- ABC considers to replace all existing lighting systems in HQ building with XED LED solution.
- XED will provide a commercial proposal for consideration.



1 How many pages are in the presentation (not include the title page)?

- (a) 5 (b) 8
(c) 10 (d) 15

2 Which company owns this presentation?

- (a) XED global (b) LED
(c) NFC (d) ARC

3 What product is presented?

- (a) LED solution (b) New vehicle
(c) New beverage (d) LED TV

4 Regarding the product timeline, when will 50W LEDs be available?

- (a) Year 2013 (b) Year 2014
(c) Year 2015 (d) Year 2020

5 Which business models are proposed in this presentation?

- (a) Revenue Share
(b) Pay as you grow
(c) Minimum guarantee revenue
(d) Both (a) & (b) are correct.