

## **Adoption Education** Program online

I have created project plans, business plans, am considered a good EVA. Yet, I was bowled for 6 (term used in a game called cricket that means 'to get the better of someone') in doing this project – creating an elevator and venture pitch. This came down to time scope of the pitch -- 1 and 8 minutes respectively -- and technological competence.

### **Challenges**

I struggled with confining my elevator pitch to the 1 minute. I know the final cut was over my some seconds. I edited and cut, and edited and cut again, but I felt that I was leaving out salient selling points. In the end my pitch was some seconds over and done in using a PowerPoint deck. My venture pitch was also done using PowerPoint deck but without audio as result of my technological challenges.

Well, this project revealed my lack of technological competence – obviously I am not as tech savvy as I thought, at least not with movie software. I wrote my pitches and created my decks in PowerPoint for a few days before attempting to voice/create the final presentation. I planned on embedding video clips with voice over by me. Well things did not go as planned. After finally editing my elevator pitch to 1 minute (on paper anyway), I created my presentation using Adobe Presenter. I converted to swf/flash movie, but I YouTube does not accept this file type. I tried to download software such as AVS video converter, but my computer would not allow the download (I recently purchased a PC with Windows 8 – this might be the problem). I copied the file and put on another PC that I have a converter, but no luck. This was my struggle for almost two days. Finally, I voice recorded my elevated pitch and embed in my original PowerPoint deck. I had to convert using a PPT to video software, but I got it done – just in time.

### **Worthwhile**

It found this a great process for defining what is important; it really helped me to focus on the key selling points. I don't know if that is truly reflected in the final product. While I was very, very frustrated by the technological issues, I was pumped my fist in the air at my success. The feeling was great.

### **Opportunities for Growth**

I need to practice developing more pitches, especially elevator pitches. These are great at helping to focus the message. I need to get some training on using movie making/editing software. I will also continue playing around with the various softwares. Food for thought: maybe that I need to be less of a keener re new OS or maybe I should just purchase a Mac computer.