**Exercise: PowerPoint for ICT Business Idea Presentations**

**Introduction and Learning Objective:**

In this exercise students will work in teams to create a short presentation in Microsoft PowerPoint to present a prototype for a mobile application designed for rural health workers. Students will practice using the following basic functions in PowerPoint:

1. Adding and formatting text in slides
2. Apply a template and selecting a specific design
3. Inserting a table or graph
4. Inserting a picture or image

This exercise is intended for students who are interested in jobs in the IT industry and have completed or are undergoing a training course on developing ICT based applications to be used on mobile phones or the web by a specific customer base. The exercise allows students to practice using Power Point to create a presentation to market an innovative service that allows rural health workers to manage basic patient data on their mobile phone in their local language. Knowing how to effectively use PowerPoint to clearly present innovative ideas to potential investors and customers is an essential skill required for jobs in this sector.

**Links to IT and other Technical Skills Curricula**

* Microsoft's Unlimited Potential, Presentation Fundamental s Module, lessons 4, 5 and 6
* International Computer Driving License (ICDL) curriculum, Course 6 Presentations
* Massachusetts Institute of Technology Accelerating Information Technology Innovation (AITI)

**Definition of Terms:**

1. Presentation window: the electronic space on which you type text, draw shapes, create graphs, add color, and insert objects to communicate a desired message.
2. Slide pane: The working space that you see when you open PowerPoint. The slide plane layout includes two text boxes where you enter text. The upper box is a placeholder for the slide’s title text and the lower box is for the subtitle text.
3. Design template: A presentation format which has been predesigned with a specific format and color which a user can personalize by adding text, pictures, etc.

**Example of Application:**

Youth interested in jobs or entrepreneurial opportunities within the IT industry, such as developing mobile applications or designing websites are required to give presentations to pitch their ideas to senior management or market their product to potential buyers and users. Coherent, succinct, and compelling presentations are required to clearly explain and conceptualize the problem and proposed solution. Microsoft PowerPoint offers tools for creating a digital presentation that can summarize succinctly the main elements of the product and business model to effectively share innovative ideas with a broader audience.

**Facilitating the Activity:**

1. Explain to students that they will be creating a short presentation (2-3 minutes) in Microsoft’s PowerPoint and presenting it to their classmates.
2. Present the following scenario to the students but encourage them to use their own ideas of a mobile application or website:

*You have created a mobile application that allows rural health workers to manage basic patient data on their mobile phone in their local language, with an added feature of assessing current stock levels of treated bed nets to prevent malaria. You have drafted a very rough prototype to show how the application works and are ready to present your innovation to potential investors and clients.*

1. Instruct students to open the file:MobileAppPresentation.ppt. Review the five slides -product overview, target customer, your solution, team, summary and ask slides with the students. Check that students understand the purpose of each of the slides. Give students 2-3 minutes to navigate around the PowerPoint window and identify the tools available along the toolbar on the top of the screen.
2. Ask the students to format the template by selecting a design and layout for the slides by clicking on the Design tab and making a selection. The first slide has a design template already applied to it as an example. Encourage students to experiment with different layouts and select one that allows them to clearly showcase their application. E.g. colors compliment their draft prototype, displays clear text, etc.
3. Have students develop text for each slide. Provide the following instructions for formatting the text:
4. Change the color of the title to blue and make it **bold**
5. Use the font style ‘Book Antigua’ for all of the text
6. Change the size if the font to 18
7. On slide 3, instruct students to insert the image of the prototype provided in this exercise. The photo must be saved onto the students’ computer or storage device ahead of time. Guide students to click the insert tab on the toolbar and then click picture and select the file from the file’s location. By clicking on the picture and dragging the mouse, instruct students to position the picture in the lower left corner of the slide plane.
8. Save presentation on the local hard drive of computer.
9. Break students into small groups of 3-6 students. Give each student 3 minutes to practice presenting their product. Have the other group members provide constructive feedback on how the PowerPoint presentation can be improved.