

CMS.922/CMS.610 Media Industries and Systems, Spring 2006
Prof. Christopher Weaver
Lecture 13:
Play Balance and Online Games

Professor Addresses Students' Questions Asked throughout the Week

What makes up a good presentation?

You need to communicate your ideas clearly without confusing or distracting your audience. Your pitch also needs to be truthful. People who are wealthy and interested in investment carefully analyze their expected return before deciding to invest their money in a project. People are constantly pitching to wealthy people. Imagine if you were Bill Gates or Larry Ellison. These people get pitched in completely inappropriate places all the time, and they've heard everything. They'll know where your weak points are almost immediately. You will have to remember the key things that you want to say, but also be prepared to answer the underlying things that go into what you are saying. They are equally important.

It's also very important among team members who are going to present that you remember that there needs to be a sense of genuine dedication and fluidity to any good presentation. This will require practice.

How do you make up for the weak points in your pitch?

You could highlight your other areas, but don't ignore the weak areas. You make mention of those points and plan as to how best you will address them. Don't just blow off these weak points. The "venture capitalists" are going to have tough questions, and you need to come into the presentation with an idea of what the tough questions will be along with answers. Chris Crawford said that everyone needs to develop their own inner tyrannosaurus. The question will be if you can realize and bridge your weaknesses.

How useful is it to identify someone in the industry who knows about your weakness to work as your advisor (Since it's very important to have an advisor in academia)?

It's not bad, but not a substitute for doing the work. If you think your design is lacking and Will Wright has signed on as an advisor then that's definitely a good thing. However, an advisor, while useful, is only for your own research. The advisor can help you, but they may be unavailable when you most need them. Advisors may also come with their own "baggage". You need to be careful as to whom you pick.

What's the most important idea to get across in the pitch?

The core idea.

At this point, the professor switched to the Lecture 13 slides.