

Selling Your Ideas Using Prototypes

Perry “The Inventor” Kaye

Founder/CEO Gizmo Enterprises Inc.

Founder/CEO Perry Teri Toys LLC



Welcome!





Their World is
FULL of
Problems

It's MESSY.







That's When They
Begin to
Care

And that's when they
Become a **Superhero**

When Do We Start Caring?



Our World is
FULL
of
Problems

It's MESSY.





Photo by [Camilla Frederiksen](#) on [Unsplash](#)

Photo by [Jyotirmoy Gupta](#) on [Unsplash](#)Photo by [Gursimrat Ganda](#) on [Unsplash](#)



We're constantly
Thinking up
Ideas
to solve the
World's
Problems!

Care +
Idea =
?





LOL

New is hard

Why is
“New”
so Hard
to do?



Ideas
Have no value



Ideas

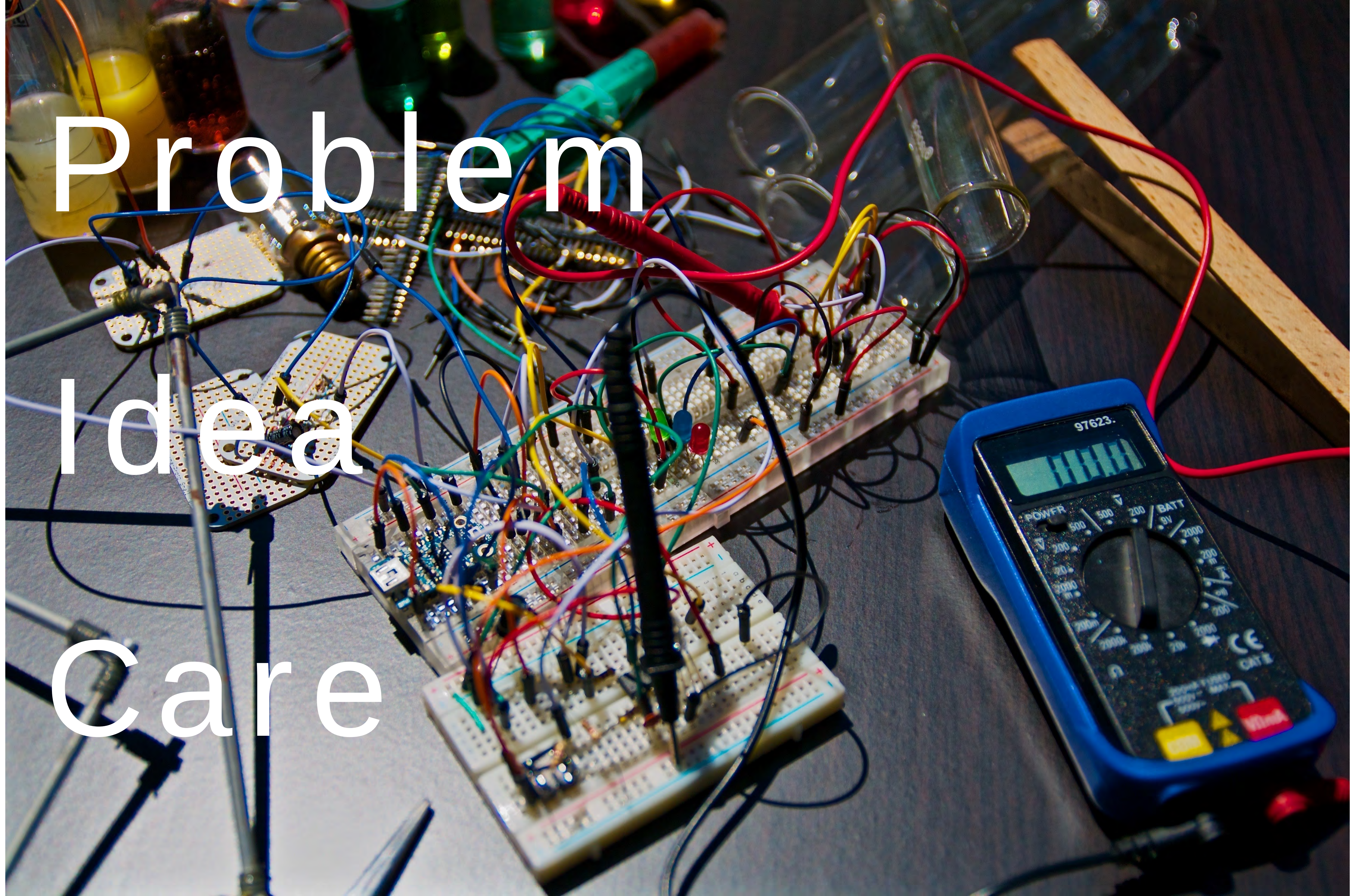
You
can't
eat,
drink, or
breathe
them.



My
Hoomans
Idea







Problem

Idea

Care

How do we get others to care too?



Corporations

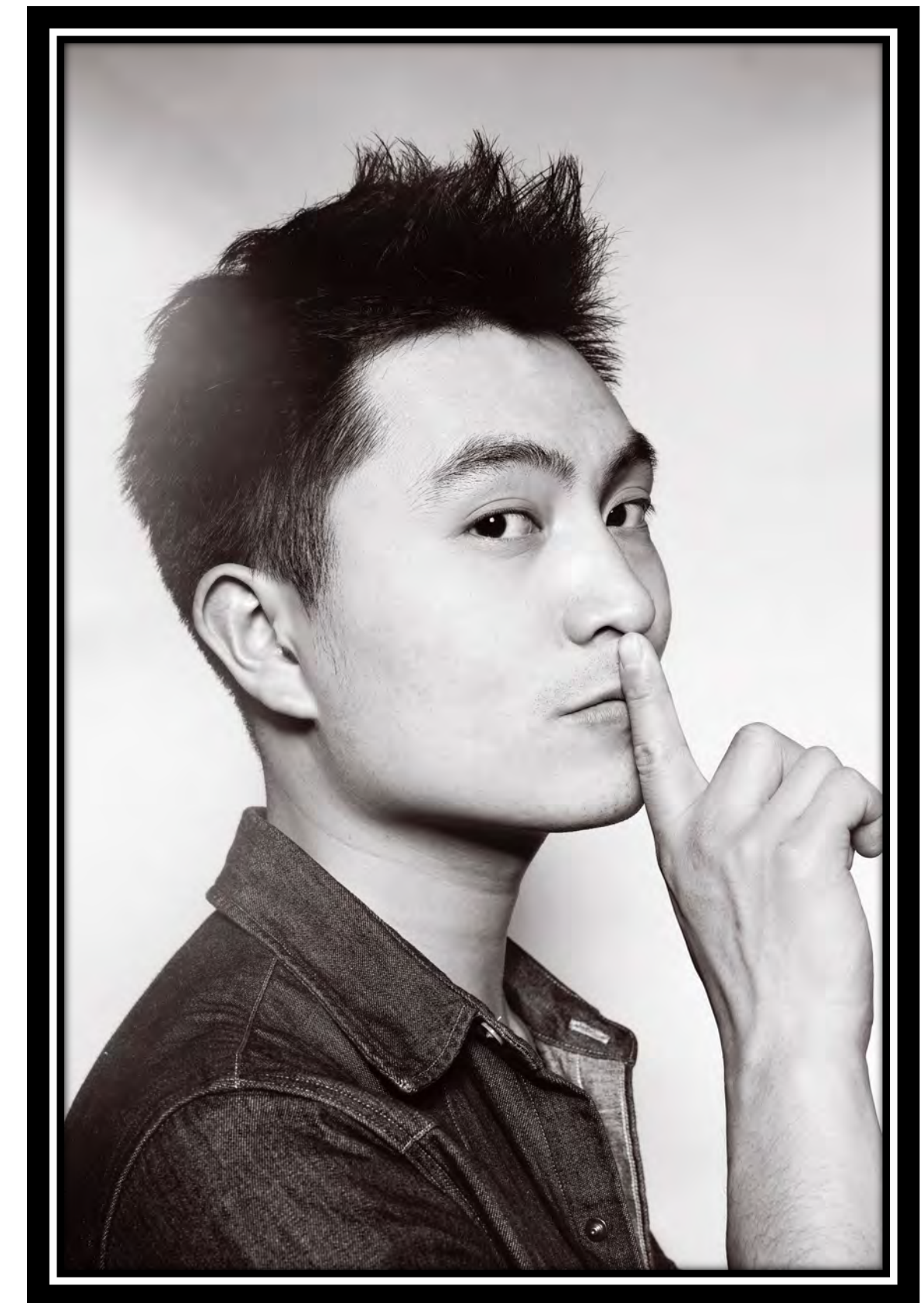
Marketing

Finance

HR

IT

Engineering



Marketers Make
MAGIC

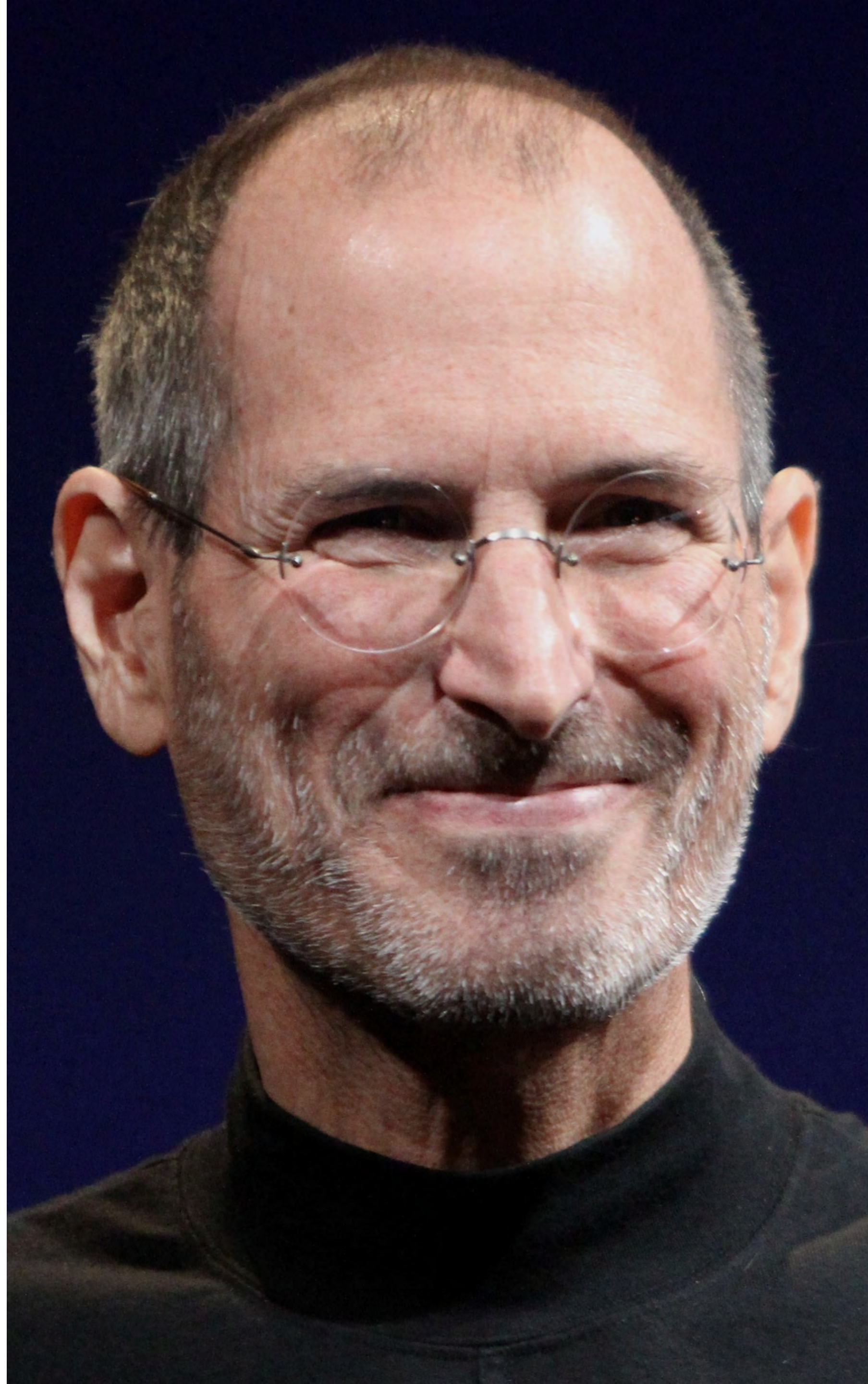
Engineers don't



True

New & Improved

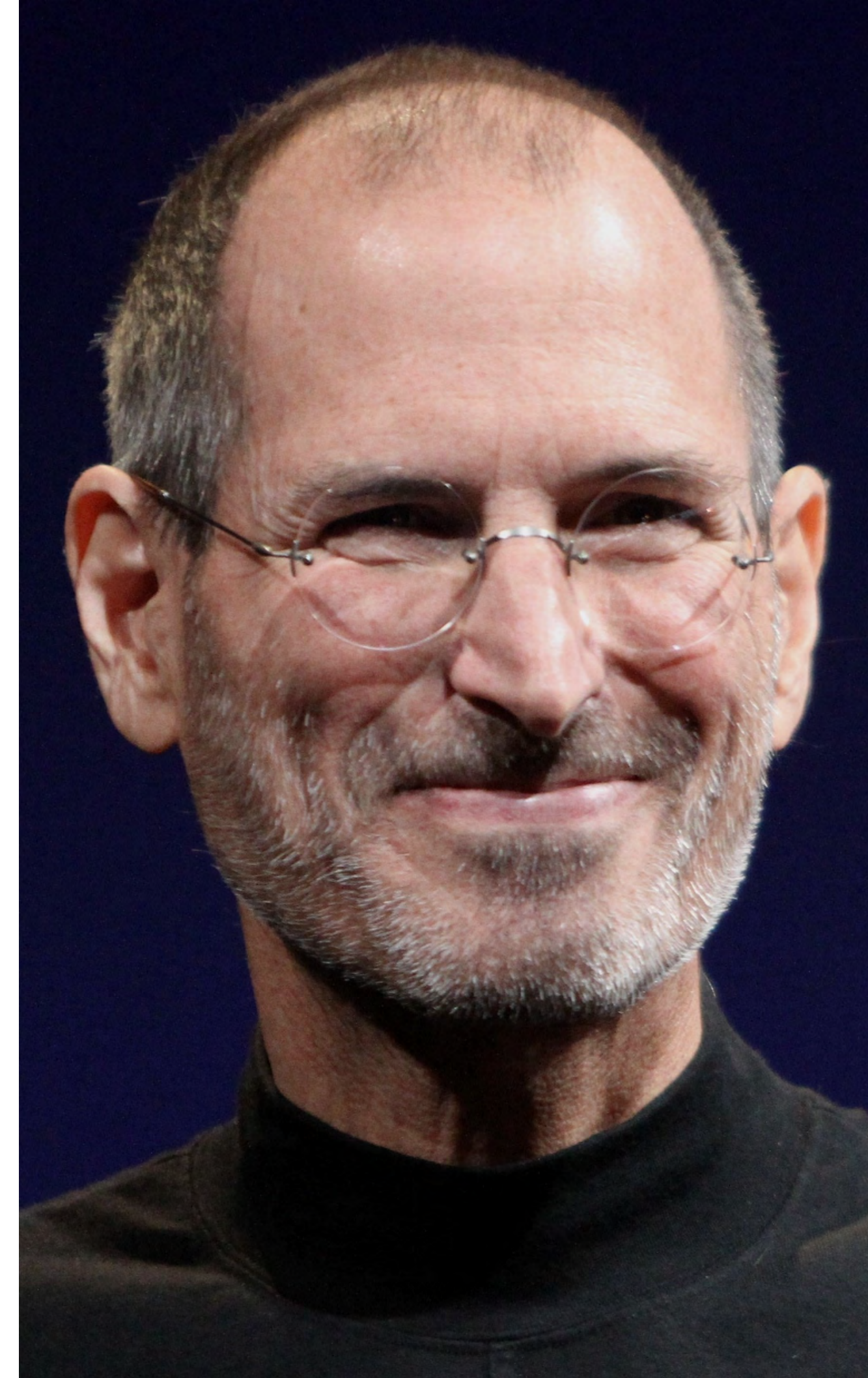




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<https://commons.wikimedia.org/w/index.php?curid=74270628>
By MetalGearLiquid, based on File:Steve_Jobs_Headshot_2010-CROP.jpg
made by Matt Yohe - Own work, based on File:Steve_Jobs_Headshot_2010-
CROP.jpg made by Matt Yohe, CC BY-SA 3.0,
<https://commons.wikimedia.org/w/index.php?curid=16232621>



Estimated Net Worth
\$100 Million [Source](#)



Estimated Net Worth
\$10.2 Billion [Source](#)

By Michael Förtsch - Own work, CC BY-SA 4.0,
<https://commons.wikimedia.org/w/index.php?curid=74270628>

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Matt Yohe - Own work, based on File:Steve_Jobs_Headshot_2010-CROP.jpg made by
Matt Yohe, CC BY-SA 3.0,
<https://commons.wikimedia.org/w/index.php?curid=16232621>

Product Development

Engineering

EXPENSE

Works With
Bits & Atoms &
Laws of Physics

Works With
Words & Ideas

Marketing

REVENUE

LAUNCH



Join Me



NO



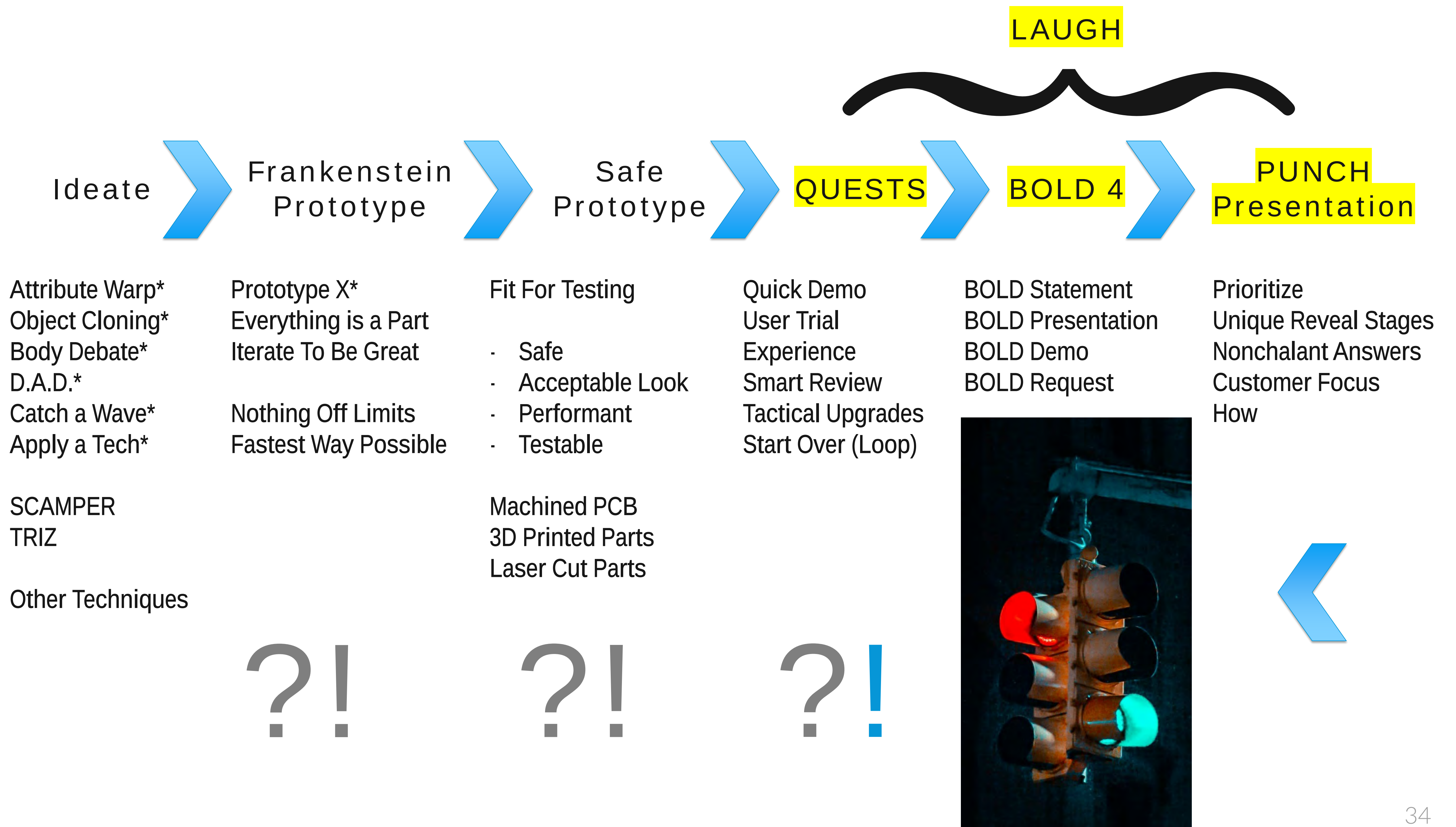
Don't Speak Klingon

wa'DIch nuv jach
bIHeghvIpchugh bIHeghpu'
tev Qap *





There's a better way...



<http://wa.ag/au19>

PUNCH Presentation

P_RIORITIZE

U_NIQUE REVEAL STAGES

N_ONCHALANT ANSWERS

C_USTOMER FOCUS

H_OW



PUNCH Presentation

3 Seconds

Don't Care

↗

Garbage

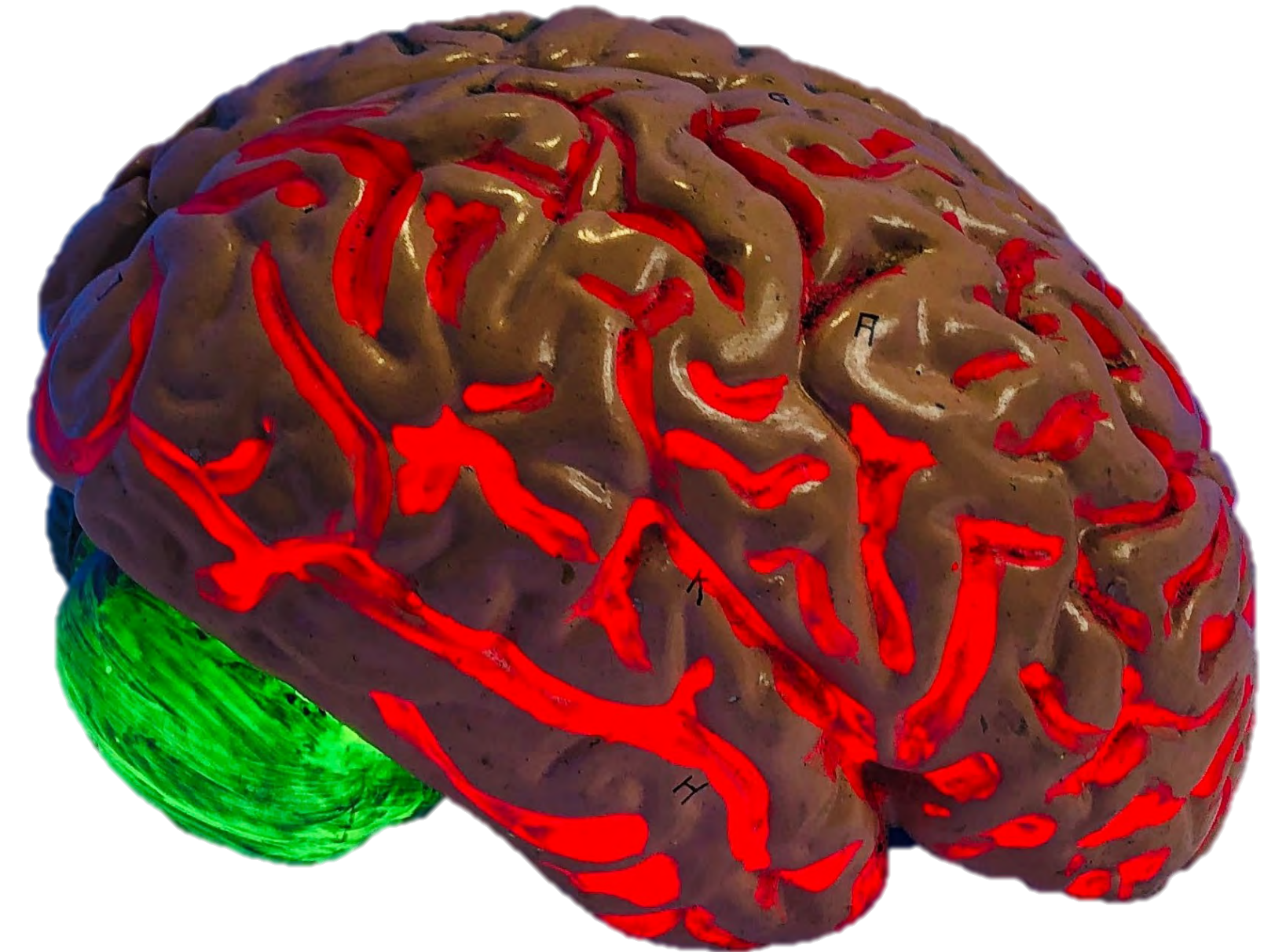
Interesting
Relevant
Important
Emotional
Novel

RAS

Boring



TRASH



PUNCH Presentation

Tech
Savvy
CEO



Finance
Savvy
CEO



Interesting (to whom)

Important (to whom)

POV

A photograph of a large crowd of people at a night festival or concert. The scene is dimly lit with warm, golden light from stage lights or lanterns in the background. People are seen from the back or side, looking towards the light source. The overall mood is festive and crowded.

PUNCH Presentation

3 Seconds

Interesting (to whom)

Important (to whom)

Like a Punch in the Face! (Only Nicer)

PUNCH Presentation



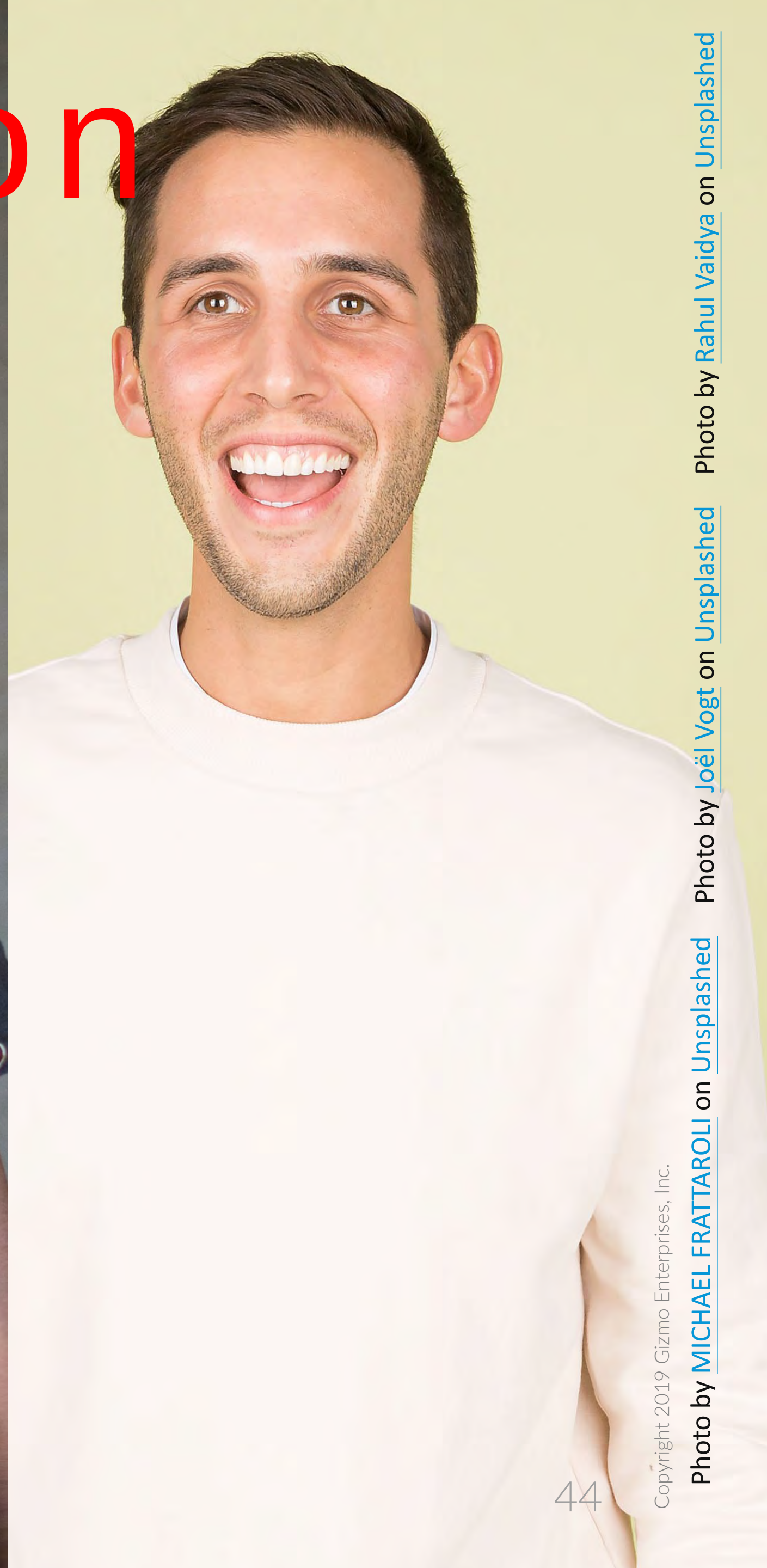
PUNCH Presentation

1. 2. 3.

PUNCH Presentation



PUNCH Presentation

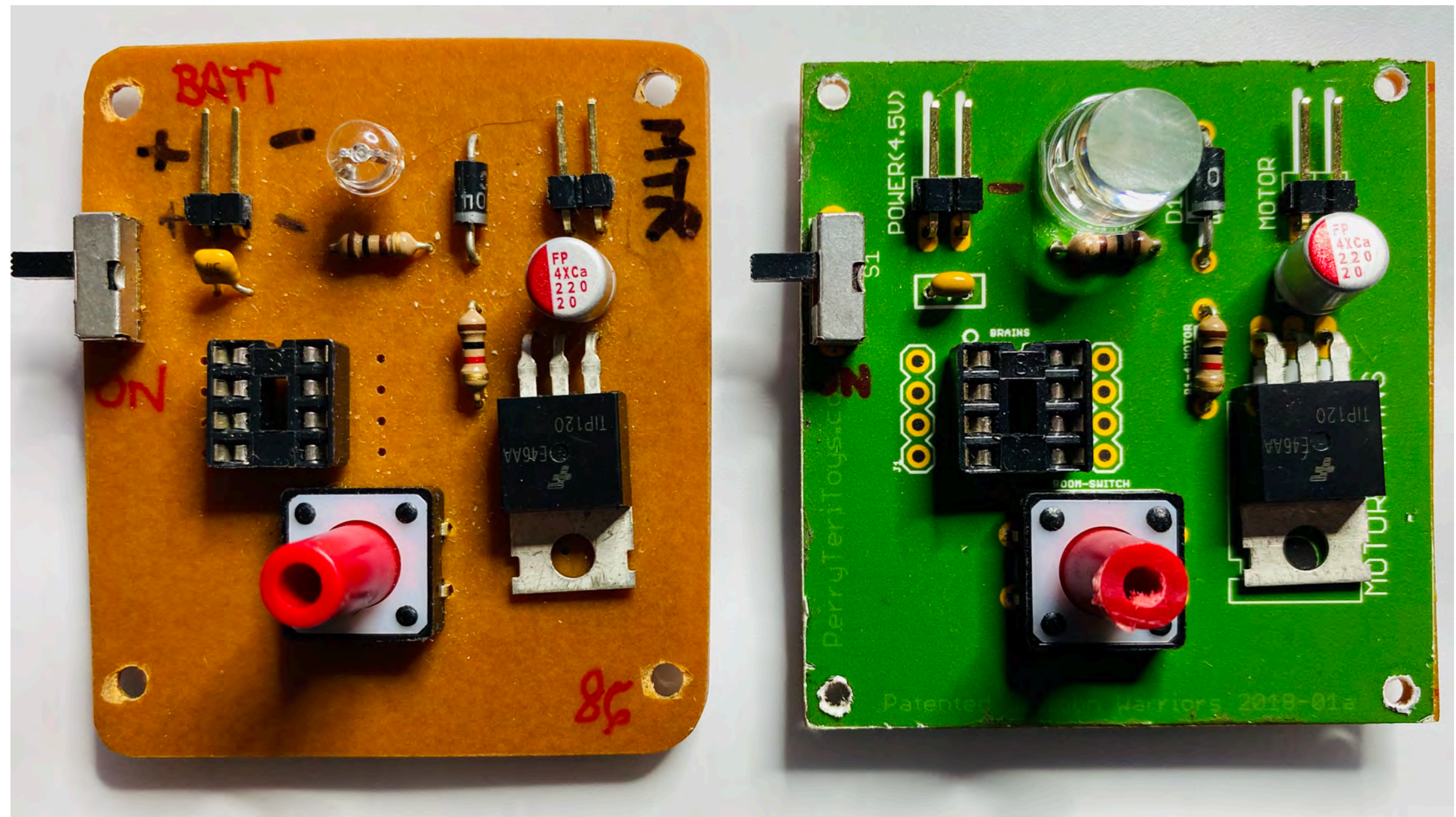
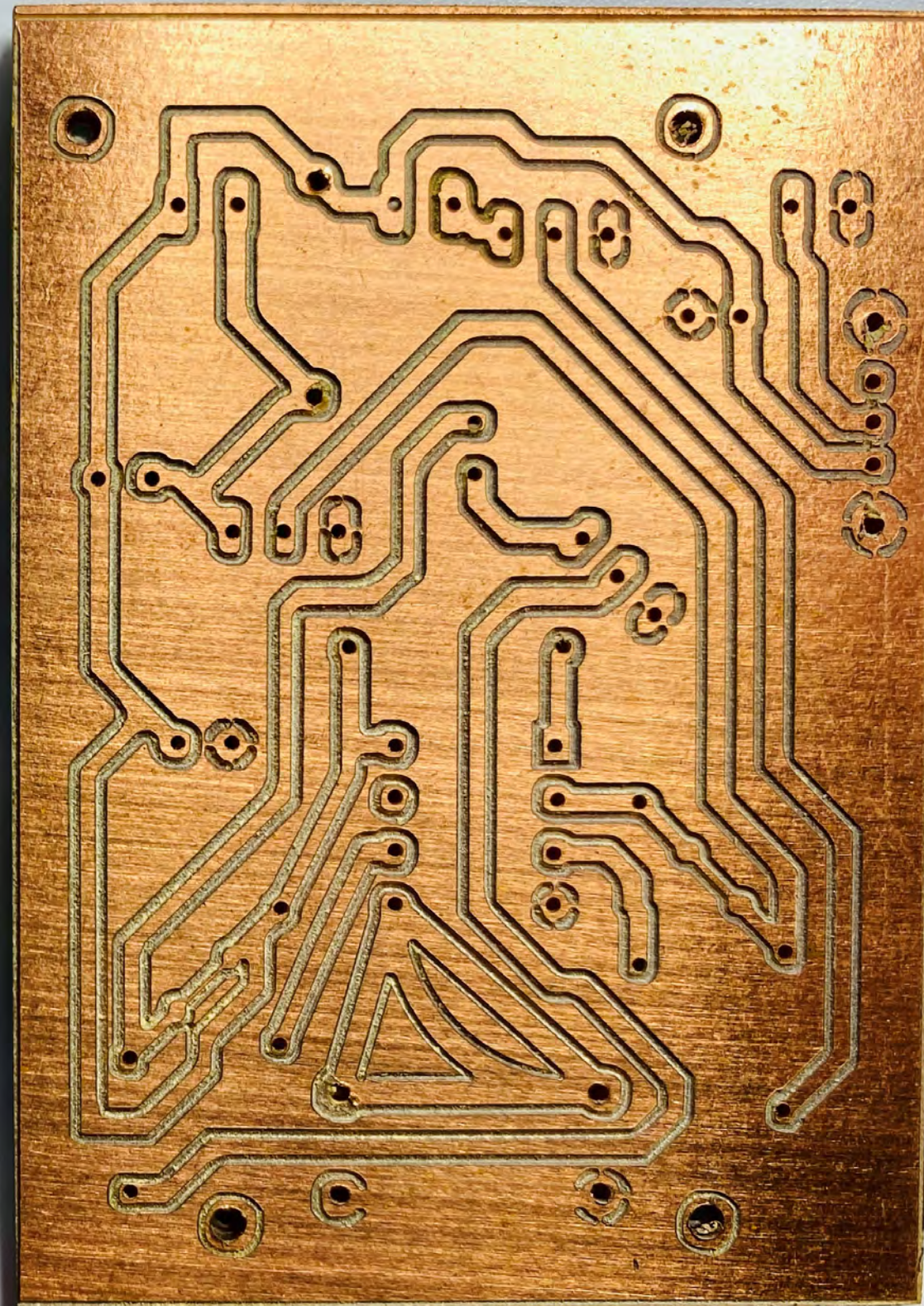
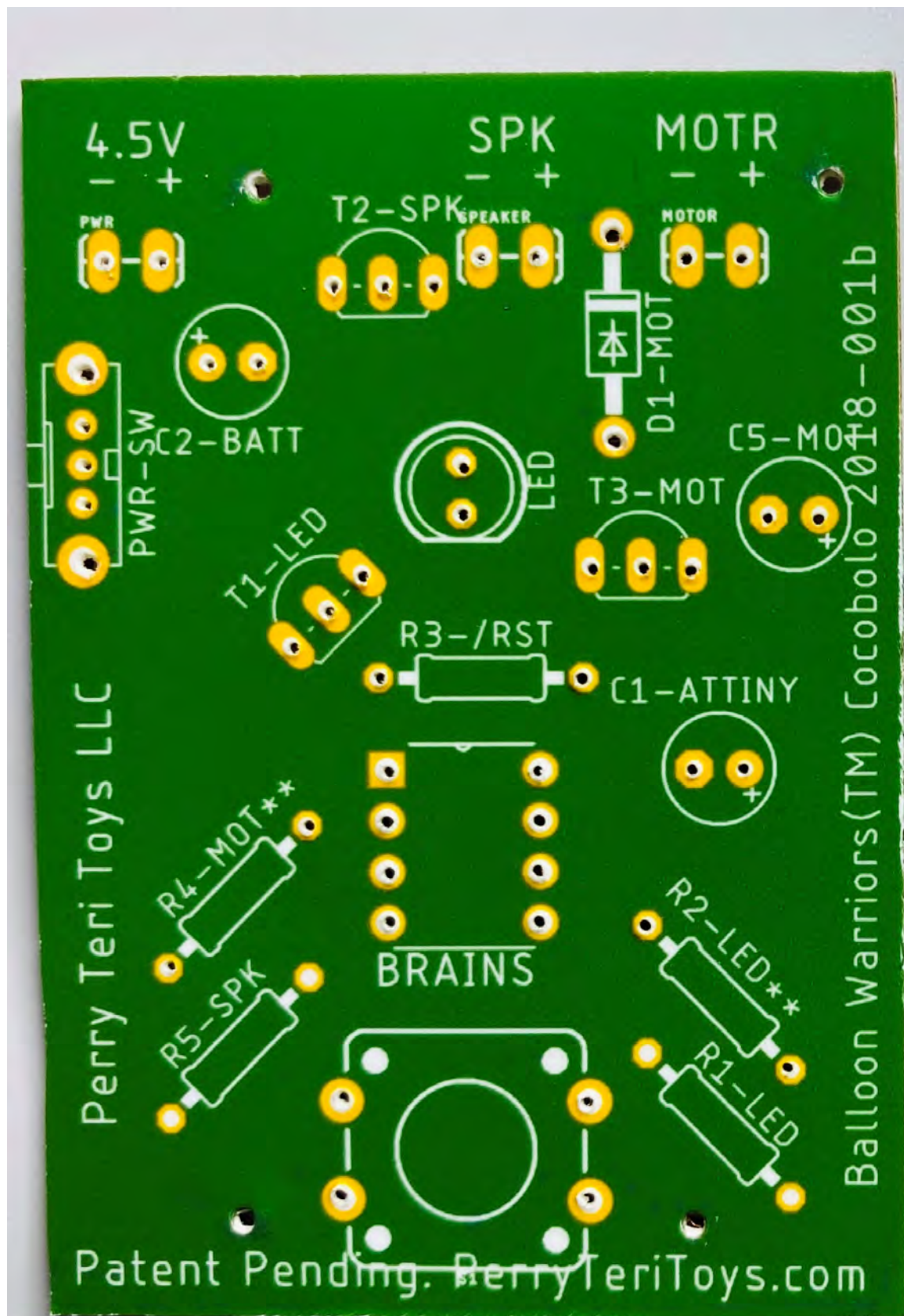
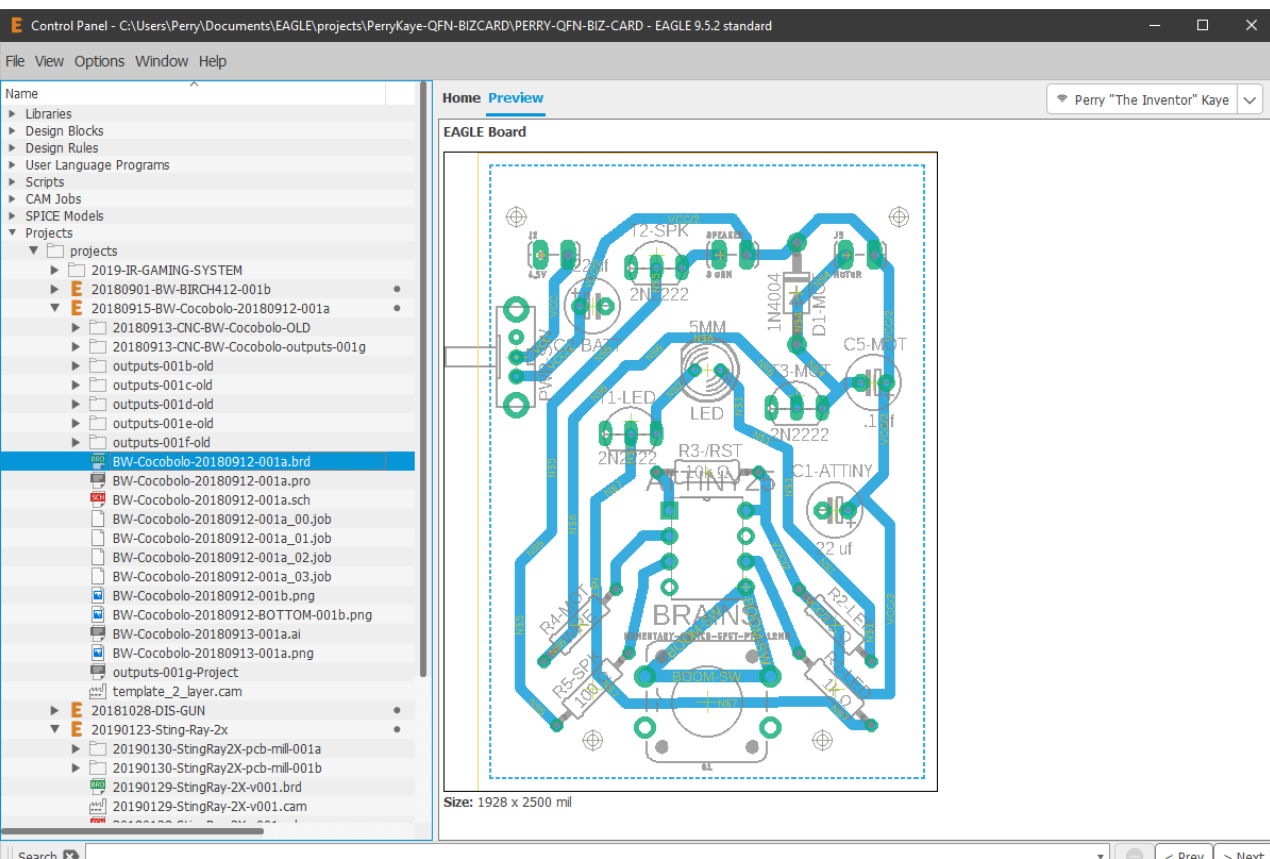


PUNCH Presentation OW





VIDEO REMOVED FOR ARCHIVING.



VIDEO REMOVED FOR ARCHIVING.

Quick Demo

User Trial

Experience the Experience

Smart Honest Review

Tactical Upgrades

Start Over



Quick Demo

MOMsters™



Quick Demo Video

VIDEO REMOVED FOR ARCHIVING.

Text Me Now If
You Want to
Battle Tonight

XXX-YYY-ZZZ

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User Trial



Experience The Experience



Smart Honest Review



Tactical Upgrades



Start Over

Loop
Iterate
Loop
Iterate



The Bold 4

BOLD Statement / Question

BOLD Presentation

BOLD Demo

BOLD Request



Attitude

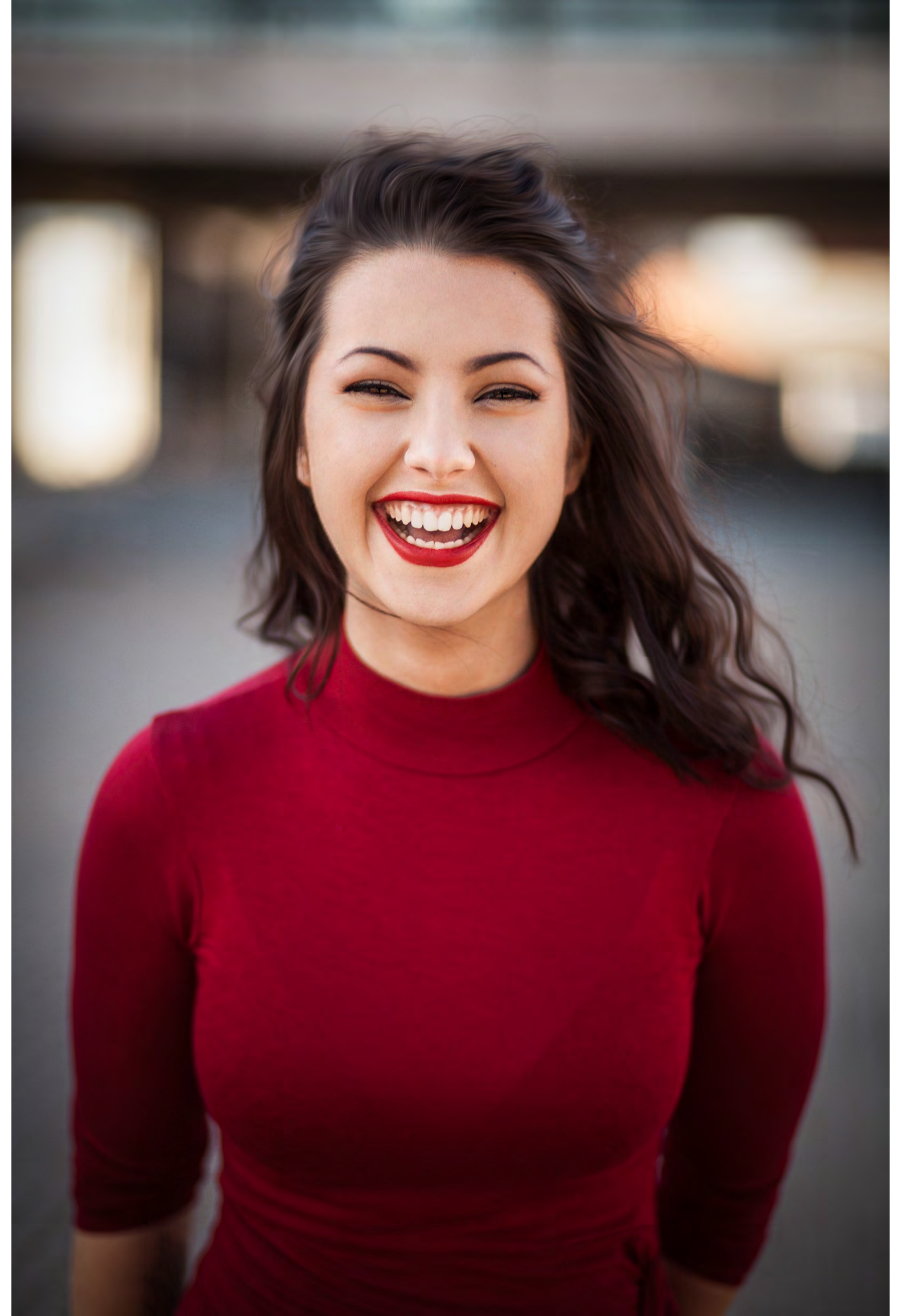
Let Product Speak For Itself

Amaze Everyone

User Experience Matters

Goals Matter

Have Fun



Thanks!

<http://wa.ag/au19>

for info &
tutorials

If you are
afraid to die,
then you have
already died.

Klingon
Proverb

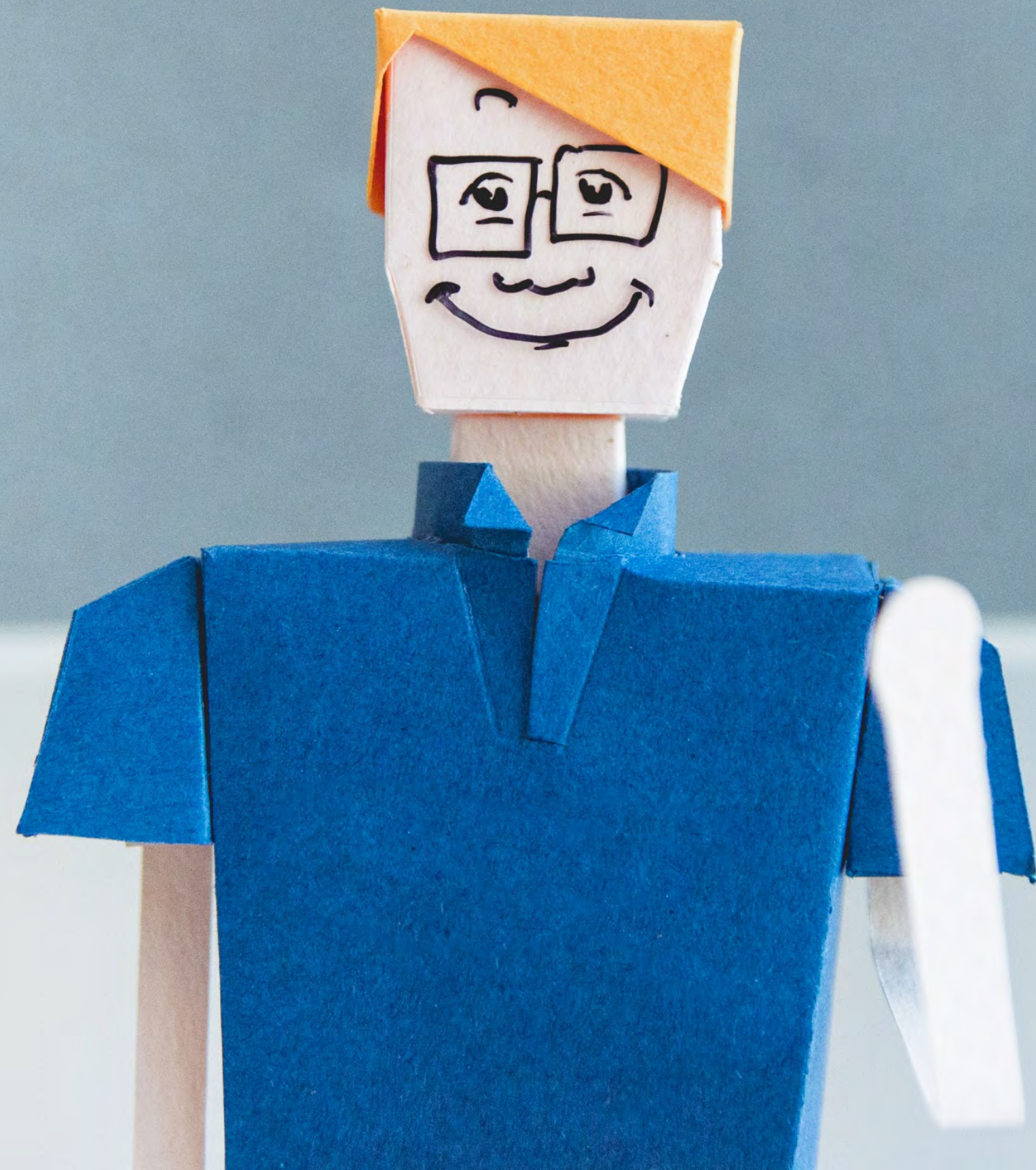




BUT




```
<?php echo  
"Hello World!"  
?>
```



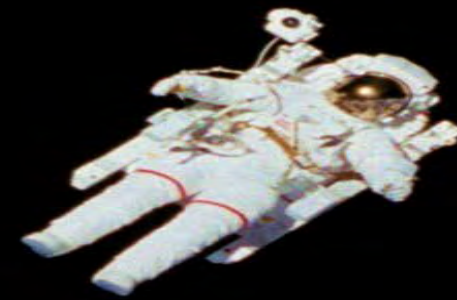


PLEASE PRESS
HERE
FOR
MINICAB

PLEASE
WAIT HERE
UNTIL YOU
ARE USEFUL
THANK YOU

STREET
MUSEUM
ART

Why Are We Here?



And Here?





About the speaker

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras lacinia interdum odio, at cursus elit sagittis lobortis. Proin eu nisl molestie, dignissim ante ut, dictum ex. In nisi erat, tristique ut mauris id, egestas convallis enim. Nulla mollis nunc arcu, in ultricies sem accumsan vel.

Main Title – 1 column

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Main Title - Bullets

LOREM IPSUM

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Main Title – 1 column with bullets

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- First-level bullet: closed circle. Text style: gray, 1.4 spaced, Arial 30pt font.
 - Second-level bullet: open circle. Text style: gray, 1.4 spaced, Arial 30pt font.
 - Third-level bullet: closed square. Text style: gray, 1.4 spaced, Arial 30pt font.

Main Title – 2 column bullets

LOREM IPSUM

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1 column with image

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 - Second-level bullet: open circle. Text style: gray, 1.4 spaced
 - Third-level bullet: closed square. Text style: gray, 1.4 spaced

Title Goes Here

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Title 1

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Title 2

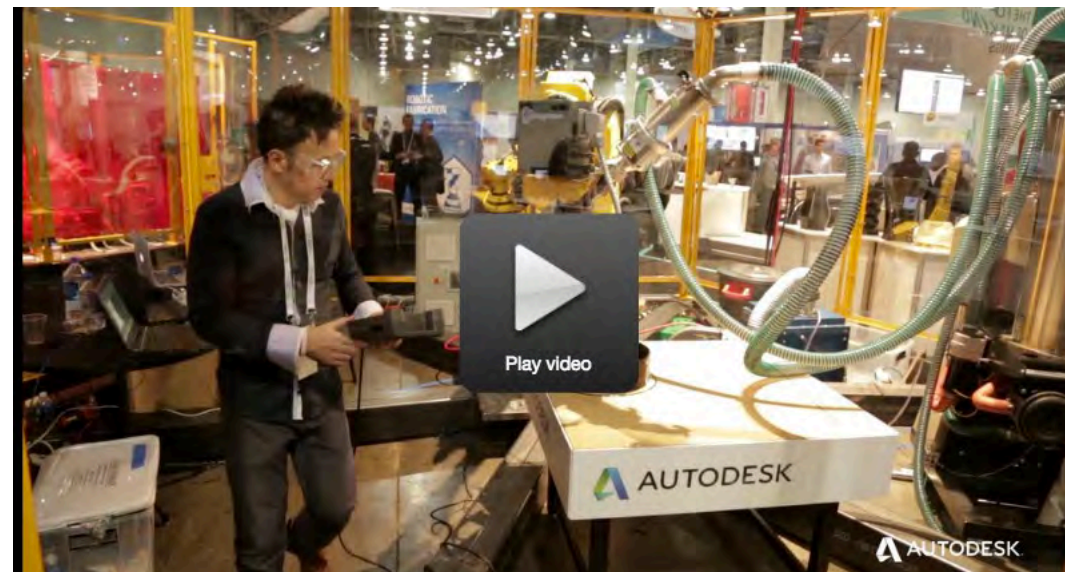
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**Text with image
background**

Text with image background

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Main title – video page



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This is where a
keyword or important
quote could go

ATTRIBUTION

Facts & Numbers

97

CLIENTS

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104

PROJECTS

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58

APPS

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adipiscing elit.

12

WEBSITES

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adipiscing elit.

Phases/Stages

STAGE A

YOUR TITLE

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consectetur adipiscing elit.
Cras lacinia interdum odio, at
cursus elit sagittis lobortis.

STAGE B

YOUR TITLE

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Cras lacinia interdum odio, at
cursus elit sagittis lobortis.

STAGE C

YOUR TITLE

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Cras lacinia interdum odio, at
cursus elit sagittis lobortis.

STAGE D

YOUR TITLE

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Cras lacinia interdum odio, at
cursus elit sagittis lobortis.

Stats & figures



WRITE HERE

Right click on the chart for an excel spreadsheet to populate your figures and automatically update this chart



WRITE HERE

Right click on the chart for an excel spreadsheet to populate your figures and automatically update this chart



WRITE HERE

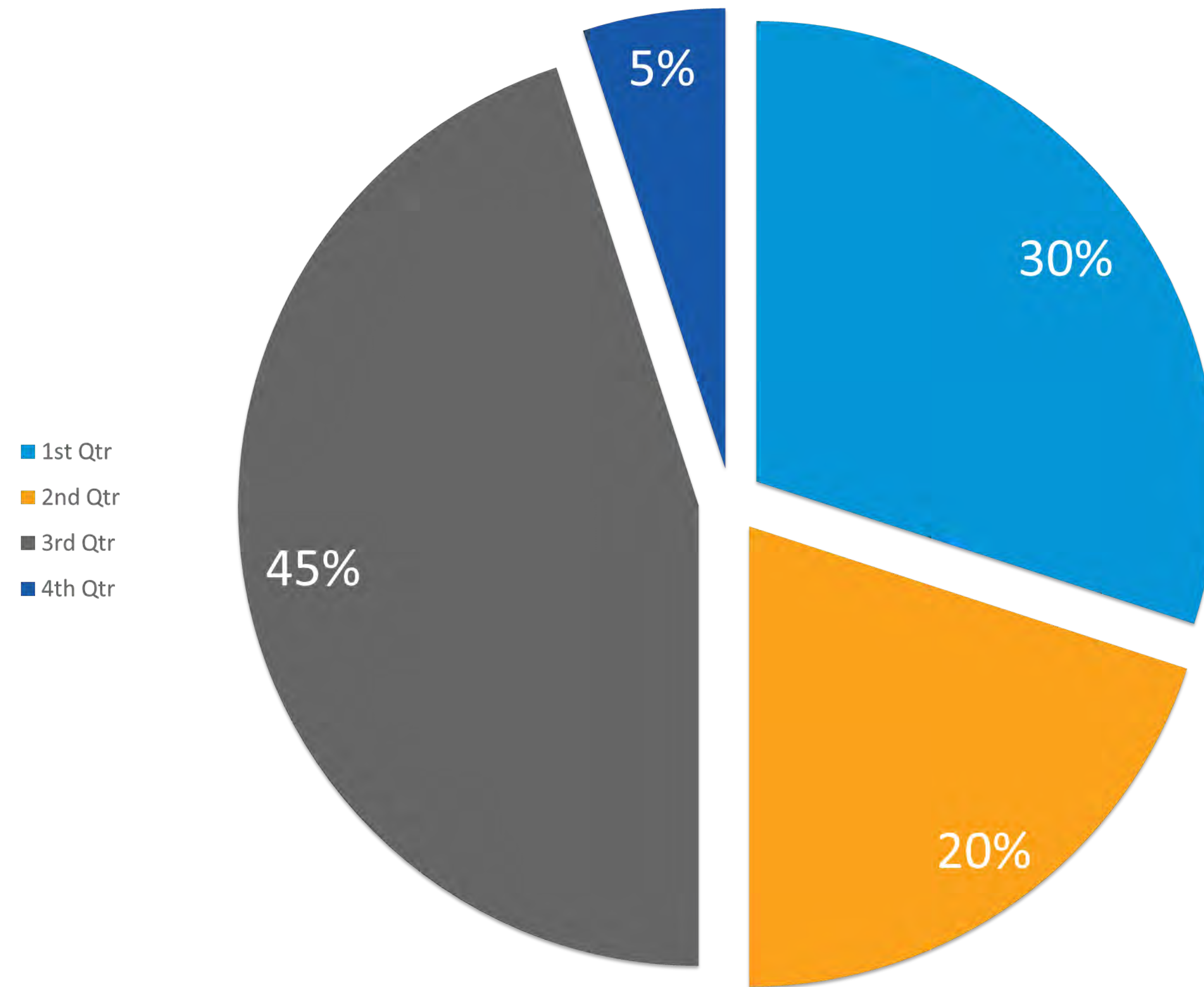
Right click on the chart for an excel spreadsheet to populate your figures and automatically update this chart



WRITE HERE

Right click on the chart for an excel spreadsheet to populate your figures and automatically update this chart

Pie chart

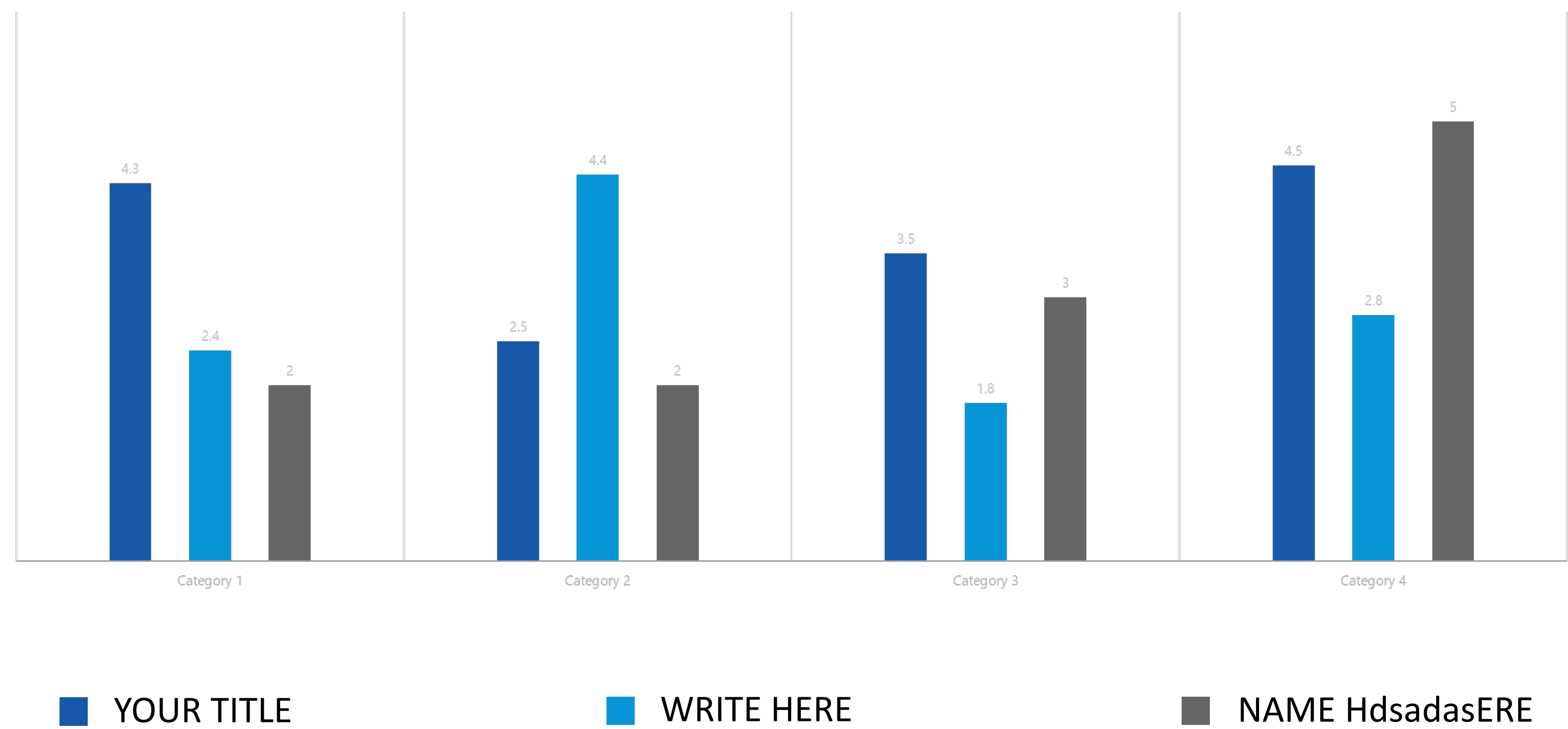


YOUR TITLE HERE

Right click on the chart for an excel spreadsheet to populate your figures and automatically update this chart

Bar graphs

Right click on the chart below for an excel spreadsheet to populate your figures and automatically update this chart





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Make anything™

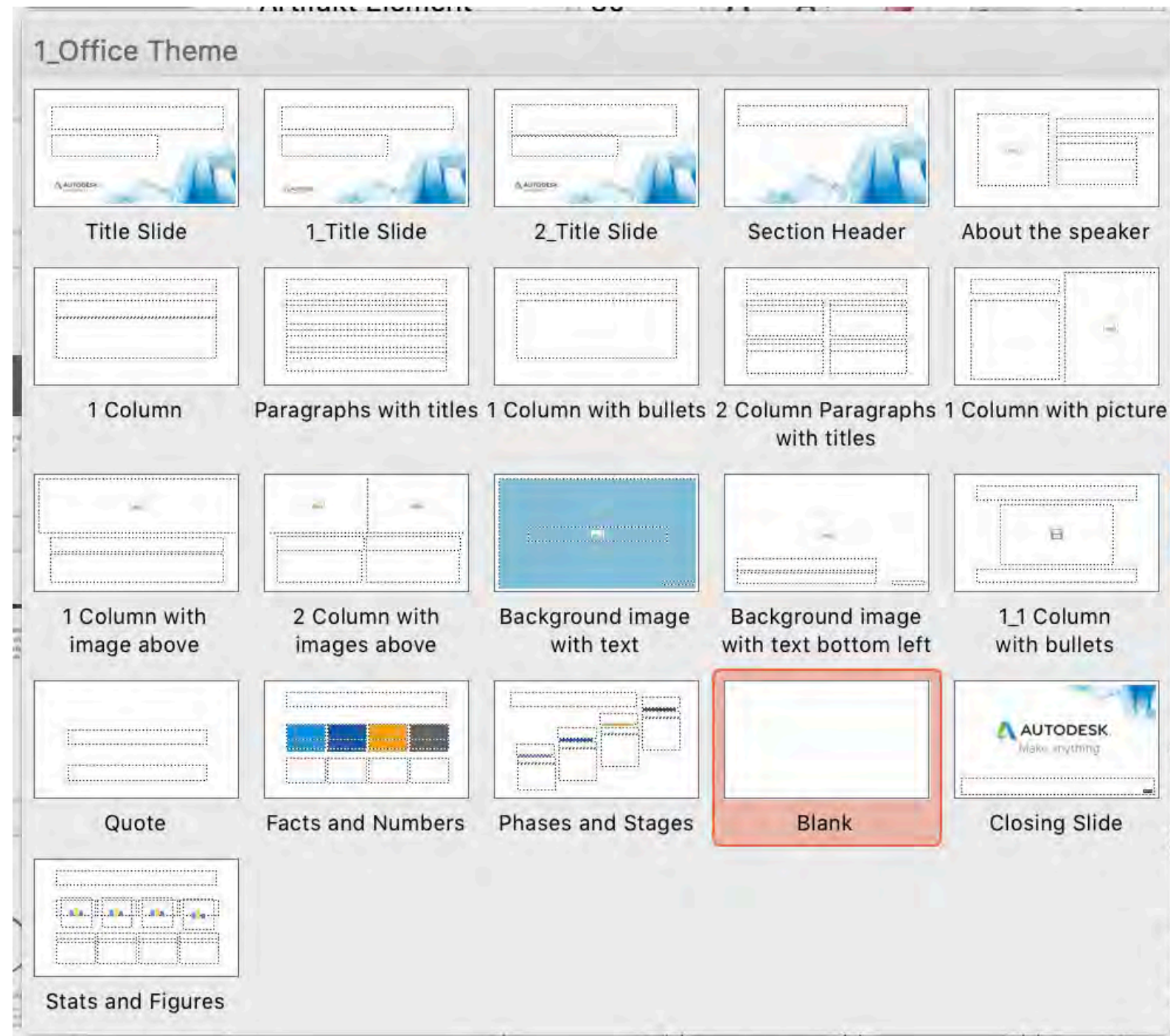
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Instructions and resources (Delete page)

- Access the slide layouts for this template on the Home tab under Slides/Layout.



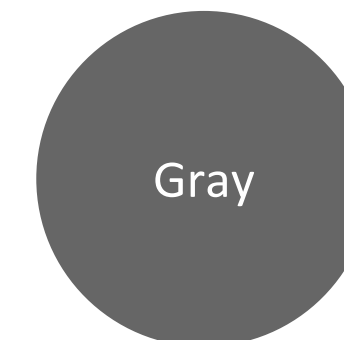
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- AU 2019 Colors



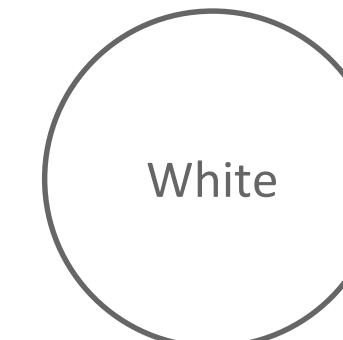
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Gray

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HEX: 666666



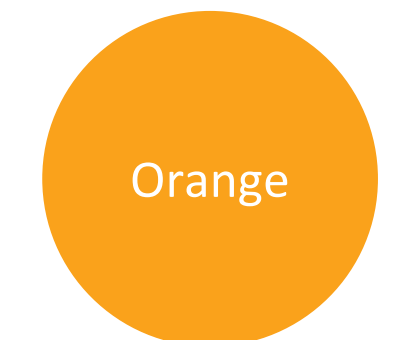
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Dark blue

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HEX: 1858A8



Orange

R 250 G 162 B 27
HEX: FAA21B

- AU Resources

- Branding and editorial guidelines – Autodesk [Brand Hub](#)