

## The First Battle Results!!!

As you known, the last Tuesday Oct 3 took place the first battle. The first groups debuted in the field successfully, yet there must be only one winner.

¿Who did win? Bill Gates Group.

¿Why did they win? Even though, the discussion with the audience was better handle by Steve Jobs Group, the argumentation and the presentation was stronger in the Bill Gates Group.

So, lessons learned:

- Battles do not follow a model, but a framework.
- The strategy is essential to handle the 3 framework's stages; presentation, argumentation and the conclusions.
- Try to focus on the scenario, and do not get in another discussion.
- Not all the audience's questions are relevant in the second stage, try to reveal the point.
- The presentation must long 10 minutes, graphical support is good but not in excess.
- How do you develop arguments is the key.
- The battle also have a research effort, you need to get deeper in the topic.

Hope this helps!

All the best,

Berioshka,

Notekeepers Team