



CamundaCon

SAMPLE Presentation Outline

Innovation

February 2025



Deck overview - Innovation



Are you presenting or thinking about presenting at the next CamundaCon?

This deck outlines the structure and content of a typical 20-minute presentation:

- Introductions
- Company background
- Did you know?
- The undeniable shift in the world
- Winners & losers
- Potential benefits / outcomes
- Challenges
- What you should be doing right now
- Projected outcomes & impact
- A call to action
- Wrap up
- Thank you / Q&A

CAMUNDA

Company name & logo

Presentation title

February 2025



Innovation



Introductions



[Introduce yourselves and give a little background on what you do, what you are responsible for.]



Name
Title
Company



Name
Title
Company

Company background

[Provide an overview of the organization, a few relevant stats, logo, and a brand photo - this is an opportunity to promote your brand messaging]

Year Founded

Location

Number of employees

Number of customers

[other relevant stats]

Organization's mission statement

Company logo

Did you know?

[An interesting stat, question, or story related to the topic]



[stat, question, story]

The undeniable shift in the world



[Describe what is happening in today's ecosystem that is accelerating this innovation or that makes this innovation a must-have]

- Supporting fact
- Supporting fact

Winners & losers



[Describe what happens for organizations that embrace/address the trend; and what the consequences would be for those organizations that ignore/don't address it]

WINNERS

LOSERS

Potential benefits/outcomes



[What are the big-picture potential benefits of this innovation? How could it drive outcomes for operations, customer service, business value, etc?]

BENEFIT/
OUTCOME

BENEFIT/
OUTCOME

BENEFIT/
OUTCOME

Challenges



[summarize the challenges organization may face in adopting/applying this innovation]

Challenge

Challenge

Challenge

What you should be doing right now



[Talk about what organizations should be doing right now to plan for or address those challenges]

- Plan
- Approach
- Tools needed
- How Camunda can be used to create opportunity

Projected outcomes & impact



[As much as possible, quantify the potential outcomes for each planned phase of adoption]

MEASURABLE
OUTCOME

MEASURABLE
OUTCOME

MEASURABLE
OUTCOME

The value to the business or organization by planned phase of adoption (e.g., how could affect/reshape customer experiences, time-to-value, business agility, operational efficiency, future-proofing enterprise architecture)

A call to action



[Recap what organizations need to be doing right now to plan for and take advantage of this innovation]

- Next steps
- Must-do

[last slide - wrap up]

[One or two last statements to button everything up - ideally, tie this back to your company mission and/or the big picture for the innovation]

- include a photo and/or quote that evokes emotion

Company logo

**Opportunity to use a quote here
(customer, thought leader, etc.)**

Thank you!



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Q&A