

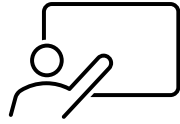
Best of Biotech Competition

How to present an innovation?

Professional pitching

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Content



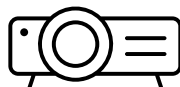
Pitching



Structuring a pitch



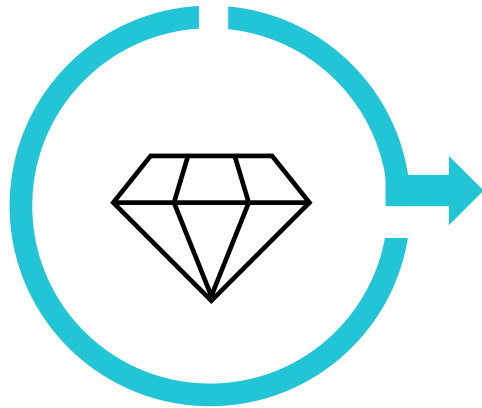
Body language



Pitch deck

What is a pitch?

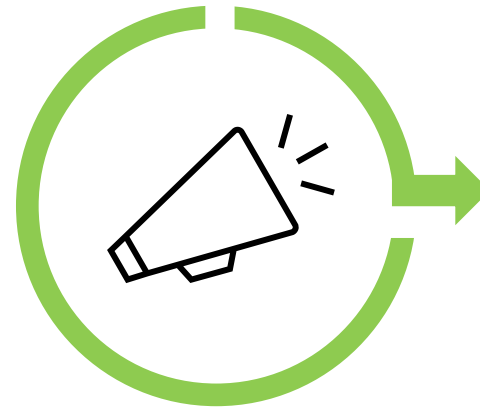
Three key success Factors



Clarity and understanding



Expertise and knowledge



Security and a story

Perfect pitch

Who is your audience?

Pitch to:



Investors



Advocates



Potential customers

Collect information about:



How would I describe **my idea/innovation in two sentences?**



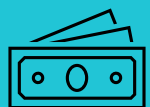
Who are you and what makes you special?



What is the **exact idea and what is special and innovative** about the idea/innovation?



What **successes/achievements have you had** with the idea/innovation so far?



What is **your business model?**



What is **your vision for the idea/innovation?**

More Ideas

Do one thing at a time

The brain is a sequential processor, unable to do two things at the same time. Business and school are multitasking, but research clearly shows that it reduces performance and increases mistakes. Try creating an interruption free zone each day—turn off your email, phone, and social media sites—and download software that blocks your access to certain websites for a certain amount of time that you specify.

Divide presentations into 10-minute segments

Remember my students who said they got bored in my 100-minute lectures? The 10-minute rule, which I've used for many years, provides a guideline for how long people can pay attention to. Here's the story of how I became Teacher of the Year (awarded at one of the largest annual meetings in psychiatry).

I decided that every lecture I'd ever give would be divided into segments, and that each segment would last only 10 minutes. Each segment would cover a single core concept—always general, and always explainable in one minute. The brain likes hierarchy, meaning before detail, and the brain likes hierarchy. Start with general concepts naturally leads to explaining subconcepts in an archaic fashion. Give the general idea first, before diving into details and you will see a 40 percent improvement in understanding.

Each class was 50 minutes, so I could easily burn through five large concepts in a single period. I would use the other nine minutes

in the segment to provide a detailed description of that single general concept. The trick was to ensure that each detail could be easily linked back to the general concept with minimal intellectual effort. I would also ensure to explicitly explain the link. This is like the "glue" between stuffings. In addition to walking through the presentation at the beginning of the class, I sprinkled little reminders of "here we are" throughout the hour.

This approach, the audience is not trying to multitask. If the instructor is multitasking without telling the audience where they are, the audience is multitasking to the instructor and attempt to figure out what the instructor is saying. It's like trying to drive while talking on a cell phone. You have to divide to pay attention to ANY two things. This creates a series of millisecond delays

that were not intended. After 10 minutes had elapsed, I had only about 600 seconds left. Why did I construct my lectures that way? I had only about 600 seconds to deliver my message. The next hour would be useless. And I had to do something after the 60th second to "buy" another 10 minutes.

Every 10 seconds, the audience's attention is generally at zero. If something isn't done quickly, they're in successively losing bouts of an effort to figure out what they need? Not more information of the same type. Not more thought, making the information stream seem disjointed, unorganized, and perceiving. They need something so compelling that they face through the 10-minute barrier—something



Stimulating beginning



Vivid description of the problem



Show the solution



Explain your business model



Success and achievements



Success factor: Team



Call to action



Wrap up and closing

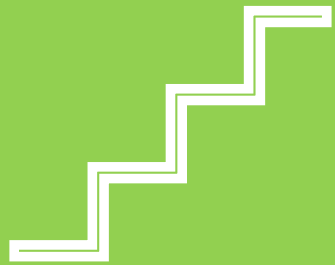


THE MARC COLE

BUSINESS MENTOR

THE MARC COLE

BUSINESS MENTOR



Enter the stage



Control your language



Use your full body





Pitch deck

★ TURN ★

IDEAS INTO

REALITY

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