HOW TO PITCH R&D RESULTS
INTRODUCTION

This webinar is organised in 2 parts:

1: Some theory
2: Techniques and tactics for you
Part 1
What & Why
PITCHING:
clearly and **convincingly**
present your **solution** in a very short time

Penguin motivational speakers.
WHY - OBJECTIVE:

ATTRACT INTEREST NOT “CLOSING”
<table>
<thead>
<tr>
<th>Executive Summary</th>
<th>Elevator Pitch</th>
<th>Business Plan</th>
<th>PowerPoint</th>
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</thead>
<tbody>
<tr>
<td>› 1-3 pages written summary</td>
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<tr>
<td>› Balanced presentation</td>
<td></td>
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<tr>
<td>› <strong>Attract interest</strong> not “explaining”</td>
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<tr>
<td>› Very short verbal summary (1-3 minutes)</td>
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<tr>
<td>› Product, differentiation, opportunity</td>
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<tr>
<td>› <strong>Attract interest</strong> not “closing”</td>
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<tr>
<td>› 20-50 pages plus appendices</td>
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<tr>
<td>› Validation scorecard (due diligence)</td>
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<tr>
<td>› <strong>Convincing investors/partners</strong></td>
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<tr>
<td>› 20 min. verbal presentation</td>
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<tr>
<td>› Cover whole business plan</td>
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<tr>
<td>› <strong>Convincing investors/partners</strong></td>
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Part 1
Main features
What to know to “pitch” your result - differences

A pitch for a R&D result is different from the one for a “start-up”

It is about

- The problem we address
- Why we are much better in solving it (innovative - different for competition) and third party validation
- How we generate value and how much
- How many “customers” we expect to convince
ATTRACTION INTEREST – (what the audience looks for)

Key elements for engagement

- a **sound proposition** not an invention
- an **entrepreneurial attitude** (proactive and **deliver**)
- a balanced **team**
- a clear view of **resources** needed to achieve what is presented
ATTRACTION INTEREST - what to avoid

Reasons for turn off (not the only ones)

- Research project mindset - a usable result is not an R&D project
- Too little ambition
  (no willingness to “scale up” from day 1)
- Lack of clarity on what will be next
  (clear picture of what is needed, to do what and what it is offered)
- Not showing confidence – knowledge of external conditions
  (competition)
A “**good**” pitch is as important as the **technology** (the solution) proposed.
there are two different points of view and interests

**Presenter:**
- Loves the solution, “The best idea in the world”
- Knows very well the technology but not so much audience’s expectations
  Aims at developing a successful technology
- «There are not enough partners/investors willing to finance solutions»

**Audience:**
- Looks at the proposition as “one of the many projects to work with”
- Does not care much about the technology but about implementation and impact!
- Wants a “return” - 10x
- There are not enough “business/investment ready projects”
Part 2
Hints for pitching your solution
A good pitch is made of...

a) Message
b) Structure
c) Visual story & delivery
What did we learn at the elementary school?
A good “composition” (presentation) contains:

- Introduction
- Key content
- Conclusions

And requires “preparation”
GETTING PREPARED - 1

Why are you pitching?

What is your objective?
GETTING PREPARED - 2

What are you looking for?

- Type of relationship
- to do what?
- Resources: how much
- to do what?
GETTING PREPARED - 3

Who is the audience?

- **Who** are they?
- **Why** are they here?
- **What** do they look for (screening criteria)?
- **How** can you best “reach” them?
Each “partner” has its own expectations, its own requirements and evaluation criteria.

- H2020 calls for “impact”
- ERDF calls for “jobs”
- Investors call for “profit”

“All money is not the same”
B) Structure

How to organise your pitch and make it clear
PITCH Structure

Max 10 slides (3 minutes pitch) to:

- make a third person **understand** your proposition (solution):
  - **Why and what not how** - no science or technology:
  - no European **project** jargon
    (Note: the team is not the list of project partners)
- **Explain** the “business” **model**
- **Convince** the audience that what is **offered** is what is **asked for**
Introduction to the proposed opportunity

Problem/UVP/Market

Solution / Service - unfair advantage

Business Model

Team

Achievements – State of the art

Economic and Financial objectives

Call to action: Investment plan / Engagement

Closure: Why partnering / investing in us?
C) Visual story and delivery

Suggestions for a great delivery
Listeners want to SEE

- Passion
- Perseverance
- Benefits (profit)
- Ability to deliver
- Ambitions
The first seconds are crucial to “impact” by presenting

- What **problem** you are going to solve
- **UVP** - How you solve the problem better than others, solution linked to your value proposition
- **Why** you are the right **team/company** to achieve the result, solve the problem
- **What** you look for

Need to know, not nice to know
An effective communication is based on:

- Voice
- Body language
- Use of the space
- Presence
- Eye touch
- Attitude

Need to know

- 7% What you say (Content)
- 38% How do you say it (Attitude)
- 55% Body Language
You are NOT presenting an EU project but results to be used

- Avoid slow start (first 3 seconds are crucial)
- Say only key things
- Do not speak too fast
- Use short clear sentences
- Use pauses
- Talk to the audience
- Respect time
Tools and examples
The CANVAS is the base for the pitch

<table>
<thead>
<tr>
<th>Problem</th>
<th>Solution</th>
<th>Unique Value</th>
<th>Unfair Advantage</th>
<th>Customer Segments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top 3 problems</td>
<td>Top 3 features</td>
<td>Single, clear, compelling message that states why you are different and worth paying attention</td>
<td>Can’t be easily copied or bought</td>
<td>Target customers</td>
</tr>
<tr>
<td>Key Metrics</td>
<td>Channels</td>
<td>Revenue Streams</td>
<td></td>
<td></td>
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<tr>
<td>Key activities you measure</td>
<td>Path to customers</td>
<td>Revenue Model</td>
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<td>Life Time Value</td>
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<tr>
<td></td>
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<td>Revenue</td>
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<td>Gross Margin</td>
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The CANVAS is adapted from The Business Model Canvas (http://www.businessmodelgeneration.com) and is licensed under the Creative Commons Attribution-Share Alike 3.0 Unported License.

Lean Canvas is adapted from The Business Model Canvas (http://www.businessmodelgeneration.com) and is licensed under the Creative Commons Attribution-Share Alike 3.0 Unported License.
Value Proposition Canvas (VPC)

Value Map

Customer Profile

products & services

pain relievers

gain creators

gains

jobs

pains

Special thanks to strategyzer.com for their inspiring work!
Our **help(s)** __________________________

who want to ____________

by ________________

and ________________

(不像 ________________

**VALUE PROPOSITION**

**TEMPLATE**
An example of how to pitch

https://www.youtube.com/watch?v=kzcQtXA5Gc8

Apply the 10/20/30 rule to your presentation

https://www.youtube.com/watch?v=-M13SObffog
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a.dianselmo@meta-group.com