



InnoVenture

Design. Create. Disrupt.

DEMODOY - PITCH



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Institute for Engineering Leadership
Faculty of Engineering



Deliverables Demo Day

1. Pitch slides (*ONLY Powerpoint*)
2. Separate PPT doc that includes:
 1. Summary slide of the presentation
 2. 1 fun team picture + teamname and names on the picture

Deadline: Submit into IVLE by **16 April; 4pm**

File naming convention

- **Problem statement – Team**
- “Surbana – Team Winners”

Plus: A Poster for the Exhibition

DemoDay (April 17th)

- **April 17th (Tuesday)**
- 330-600 PM Pitches
- 6-9 PM (E-Hive & Exhibition)

- Pitch (closed doors to panel and invited guests)
- Poster (at exhibition)
- Demo (at exhibition)

Timings: are approximate will be finalized in the coming weeks.

E-HIVE – 17 Apr – 6pm - ECubes



NUS' E-HIVE connects innovative and entrepreneurial students, alumni and industry through the exciting possibilities of new ideas & ventures, fulfilling projects, internships in start-ups, and learning through doing. NUS E-HIVE will showcase project presentations from IEL modules, alumni start-ups, and companies sponsoring or supporting projects in IEL's experiential modules.



How not to pitch

Presentation Vs. Pitch

Presentation

Purpose:

- Inform, entertain and maybe educate and inspire

Duration: Medium to long

Speakers: Multiple possible

Pitch

Purpose:

- Get something out of people: commitment, cash etc
- Be convincing
- Make them believe

Duration: Quick – elevator pitch (30 sec to 8 mins)

Speaker: Typically one

Purpose of THIS Pitch?

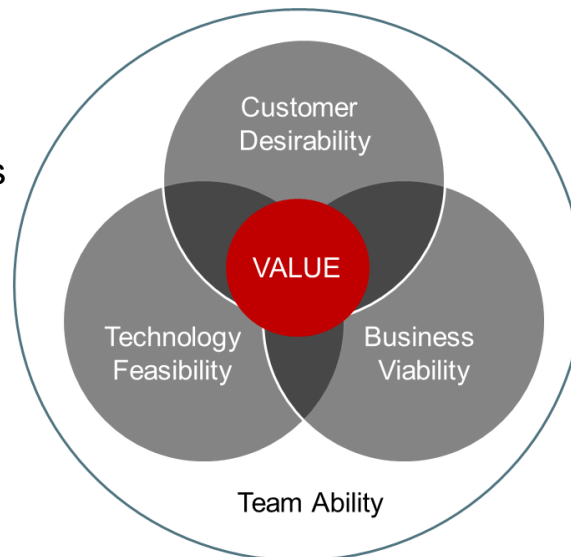
Gain Trust = Get Support

Customer Desirability

- Found a customer with a need
- Know the customer requirements
- Validation with customers

Technology Feasibility

- A product/service that solves the customer need
- Tech that is unique



Successful Product Framework

Business Viability

- Suitable business model for profitability
- Able to scale

Team

- Necessary skills on board
- Able to deliver the value

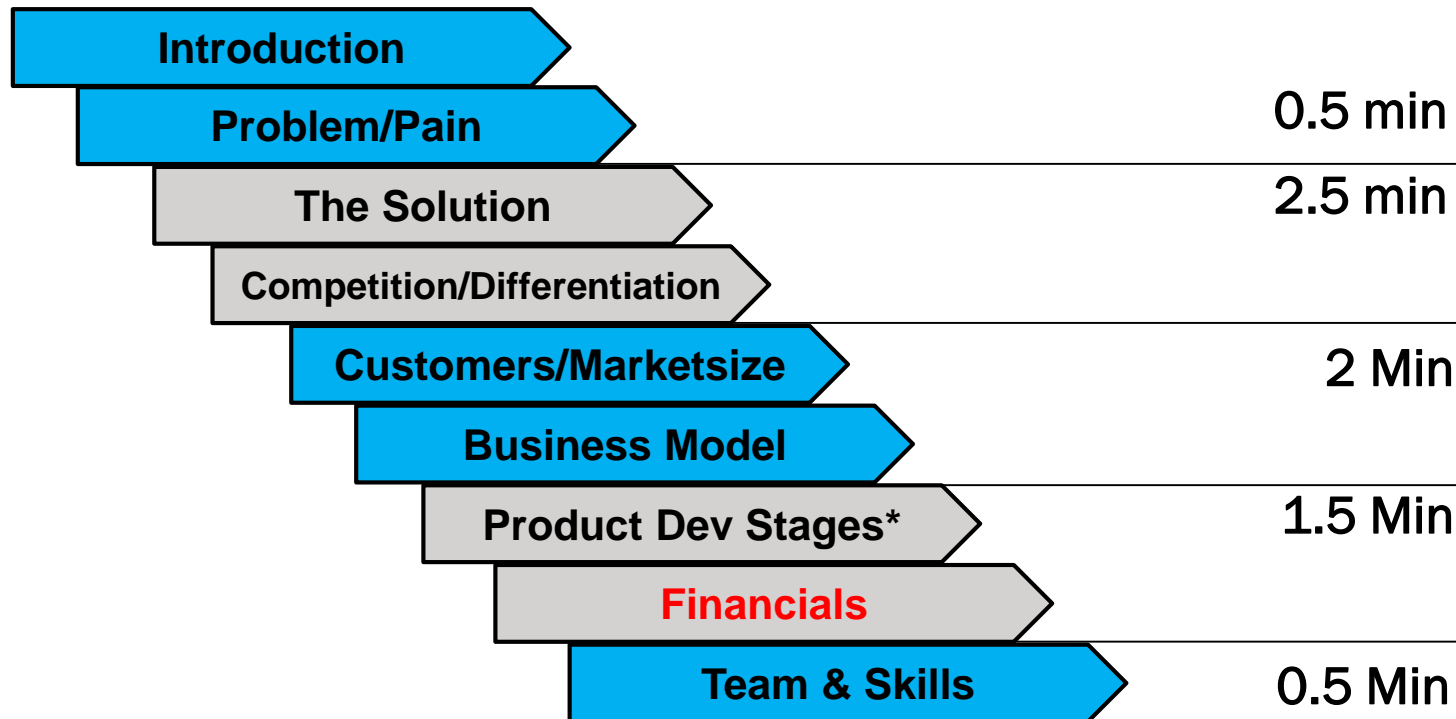
**Convince the panel that you have an answer
for all 4 elements/questions**

(Judging Criteria)

What you need to Pitch

- A pitch that includes a solution & prototype that is
 - Customer Desirable
 - Technologically Feasible
 - Business Viable and
 - **Validated** with customer feedback
 - More than just the problem statement company
- Prototype demonstration
 - Live or a Video that demonstrates the working of it

Anatomy of the Pitch (Demo Day)



Provide customer quotes/feedback/comments to back it up.
 Show us what you have validated

What's different from IdeaLaunch Pitch:

- a) *Product Dev Stages could include 2 to 3 year horizon
- b) **Financials** – is a 5 Year plan

Opening Slide

- Your team name
- **Attention grabber** – why should they listen to you?

My team Freshmints, is developing a new type of breath-freshener, to help students improve their morning dental hygiene and stinky breath.

*Our new technology/product will keep your breath smell fresh for **3x longer than competitor products.***

Also known as: value proposition statement

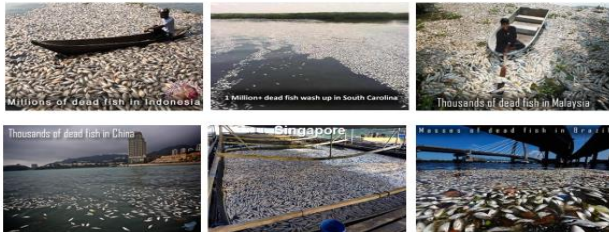
Look on youtube at pitches, everyone has a value proposition opener!

Problem Slide

- The panel knows the problem you are trying to solve
- No need for lengthy explanation

Algae Problem

Every year, **Algae Blooms** cause **billions of dollars lost** to fish industry impacting countries like Singapore, Malaysia, Indonesia, China, US, India, Canada and etc.



Problem

Recycled Food Oil



Sewage Blockage



Fatberg ahead! How London was saved from a 15-tonne ball of grease
Team of sewerage workers took three weeks to clear bus-sized toxic ball of fat that threatened to flood streets with sewage

John Vidal
The Guardian, Tuesday 6 August 2013 16:28 BST

Problem
Solution
Validation
Competition
Market
Business Model
Team
Timeline
Financials

3D Printers are inherently slow

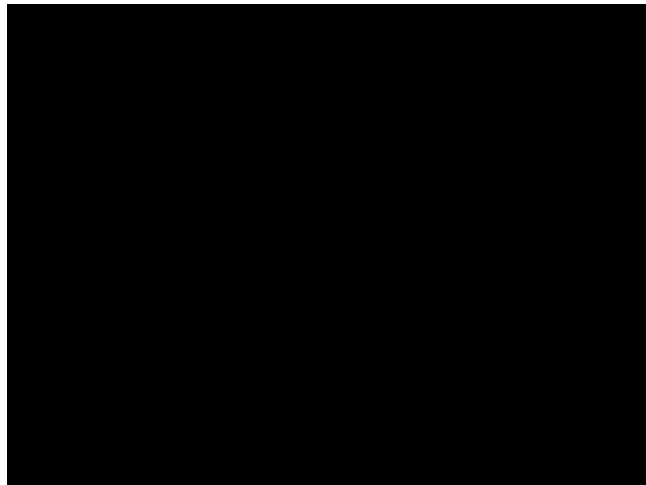
S\$ 3,000 printer

Actual Printing Time:
24 hours

Hollow: only 6% fill
solid building would take **17 days**

STRUCTO
ULTRA RAPID 3D PRINTING

Proprietary: van Esbroeck, Sharma, Lam, Chin, Sie, Muruga Palaniappan



Solution Slide

- Provide an overview of primary product or service that will solve the problem
- Diagrams/photos/workflows/customer journey maps (Before and After)/videos/CAD
- Add comparisons
 - Indicate how much faster, smaller, efficient etc
 - Provide **numbers** as much as possible
 - “Our solution will be 2x as fast as competitive products”
- Customer validation/feedback: what are they saying?

Example: Solution

Cancer Cell Tracer

THE PRODUCT

AIE dots + Other reagents, buffers = Cell labeling kit

luminicell

6

THE SOLUTION

❖ Rapid labeling of most cell types with >99.9% efficiency!

Incubation < 1 hour

✓ Save time & \$!
✓ Enhance research capability!

❖ Long term cell tracing ability for >3 weeks!

Day 0 Day 5 Day 14 Day 21

Integrated intensity ($\times 10^3$)

Time (day)

luminicell

5

Artificial Skin

+ Solution

Ready-to-use
Real Skin Equivalent from Stem Cells

StemDerm

Benefits

- Human skin with 60% higher barrier properties
- No donor variability
- Consistent results
- Time saving: up to 70%
- Cost saving: up to 70%

Application

- Barrier testing
- Skin Irritation / Corrosion testing
- Skin sensation testing
- Other toxicology testing

human skin inner chamber

Medium beneath insert only

6

Home Rehabilitation Device

HomeRehab Solution

Patient tablet

Therapist tablet

Motion Sensors

A rehabilitation solution that

- Increases therapist throughput by 3x
- Improves patient recovery time
- Allows active participation of caregivers

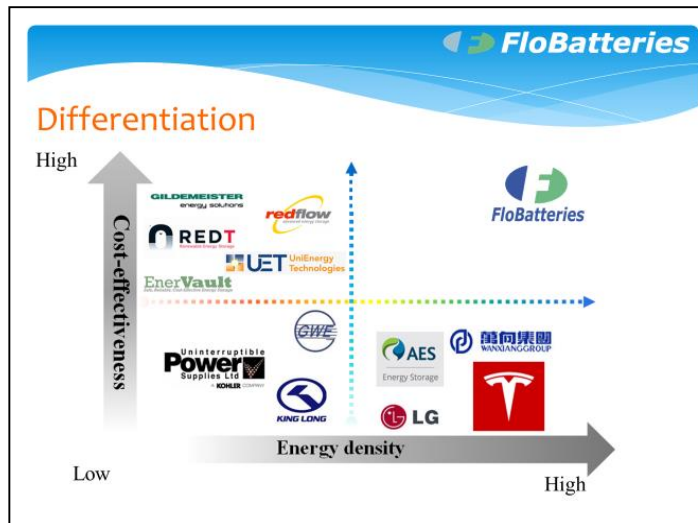
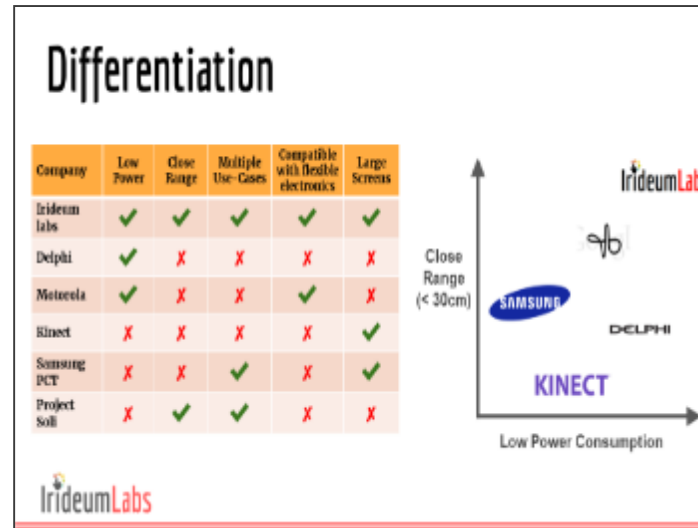
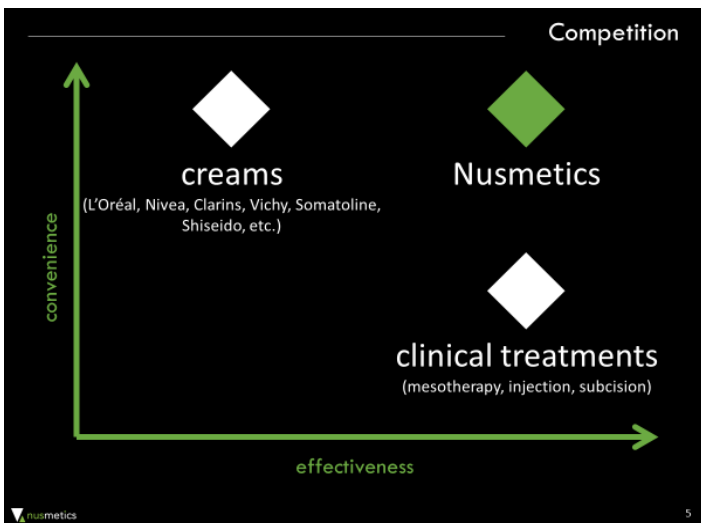
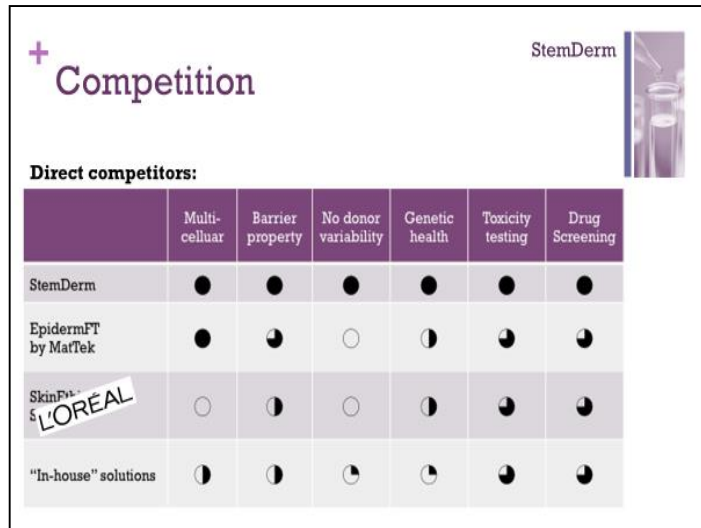
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Competition

Never say “There is NO Competition”

- Show how you are better – but don’t BOAST
- Indirect Competition
 - Summarize the current alternatives (other technologies or types of products)
- Direct Competitors
(logos are easier to read than text)
 - List competing company 1 and an analysis
 - List competing company 2 and an analysis
- Indicate how you are BETTER
- Use a matrix if possible

Example: Competition



Tips:

Use name/logos

Quantify as much as possible

Show Table & 2x2 Matrix

Market Validation (all slides)

Purpose

- Provide **confidence & validity**
- Provide confidence in the investor that a real customer has verified that there is a problem and that your proposed solution REALLY does solve his/her problem
- ❑ Pick at least 3-5 of the most relevant quotes or findings and indicate who said them.
- ❑ Mention the total number of interviews you have conducted
- ❑ Do this throughout your pitch – Add customer quotes to your slides!

Example: Market Validation

Problem Solution **Validation** Competition Market Business Model Team Timeline Financials

End User

"for me, twice the printing speed means treating twice as many patients in a day..."

Dr T. C. Lim
Reconstructive and Aesthetic Surgeon, NUH

Service Provider

"if we could print faster, we'd need to be running less printers..."

Hayden Tay
Co-founder and Owner, 3D matters

Distributor

"...our customers would be very interested in faster printers..."

Sally Chuen
Sales Executive, Creatz3D

STRUCTO
ULTRA RAPID 3D PRINTING

Proprietary: van Esbroeck, Sharma, Lam, Chin, Sie, Muruga Palaniappan

Market Validation

"I am currently wearing something exactly like this. It's a wonderful idea to make it have anti-cellulite function!"
Hailying, 32 years-old lady

36
end users interviewed

"We would like to setup a collaboration with you, to develop cosmetics with your technology."
Sylvianne Schnebert, Life Science Expert, LVMH P&C Research Center (Orléans, France)

8
professionals interviewed

"We are very interested in your product. We want to try it on our patients."
Dr Tey Hong Liang, Researcher & Clinician, National Skin Center (Singapore)

7

Tips:

Real Quotes

of Interviews

Varied Quotes
(Type of Customer)

Letters of Intent

Do this throughout your pitch!

Market validation 40+ interviews

"Europe is in conflict with itself, calling for both a decrease in animal testing and for significantly more products to be tested. People have no choice but to adopt alternative methods."
Estelle Tessonneaud, L'Oréal

"Barrier testing using human cadaver skin is highly inconsistent"
Paul L. Bigliardi, CRUSAR/IMB

"Our lab uses more than 1000 skin models in a year"
Mei Bigliardi-Qi, AStar Singapore

"Cosmetic companies are under the gun to identify, validate and use alternative methods for safety testing."
Dr. Jim McKim, toxicologist in US

"Barrier properties of in-vitro skin equivalents in the market are far inferior to real skin."
Dr. Klaus R. Schröder, Henkel AG

StemDerm

Validation

Interview count: **74**

"If cost is met, then I see huge numbers (at least 20 million units per year) that we can see as potential."
- Mr. Azmoon Ahmad, M.D, Desay SV Automotive

Some major interviewees

Letter of Intent

SMRT **CHANGI** **Microsoft**
airport singapore

nest **AVIVA** **MetLife**
Insurance

DESAY SV
automotive

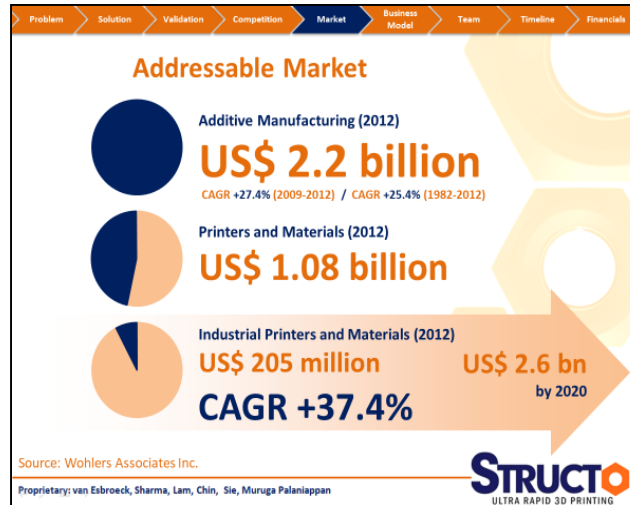
T-Rehab
Pte Ltd

IrideumLabs

Customers/Market Size Slide

- Clearly indicate who your customer is (profile/characteristics)
- If you have a roadmap of customer acquisition then indicate so (i.e. Students first, adults second, elderly third)
 - Explain how you prioritize the segments
 - “This is our initial market” (explain why)
- Images work best
 - Pie Graphs/Bubbles/Bar charts
- If you used 3rd party figures, cite the source
- If you have actual customer quotes, state them

Example: Market Size



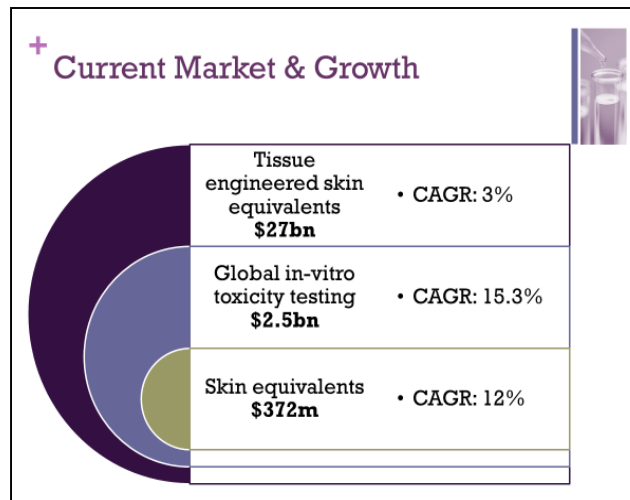
Tips:

Indicate sources

“It’s all in the definition”

Growth Rate

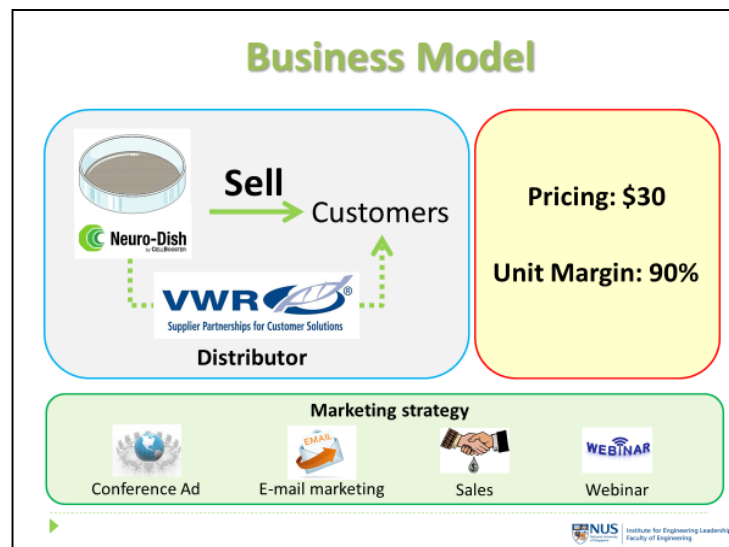
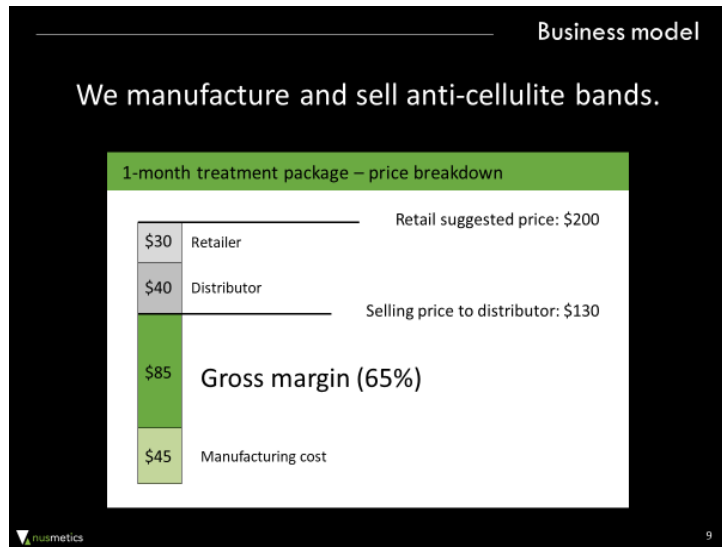
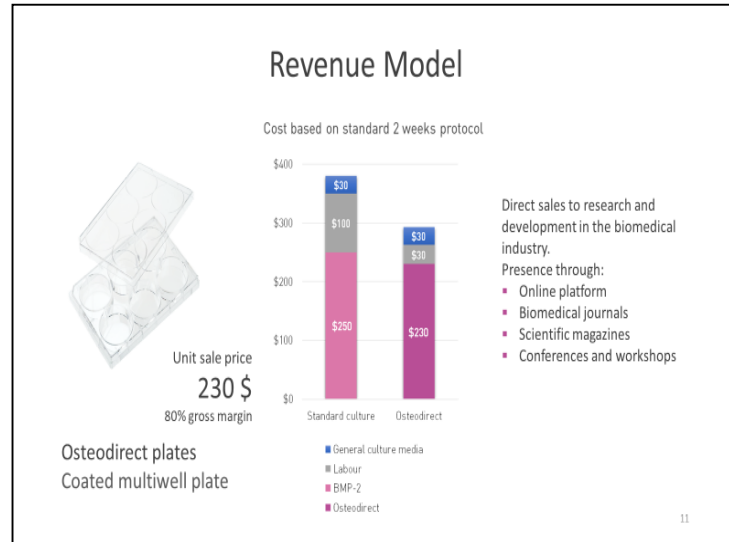
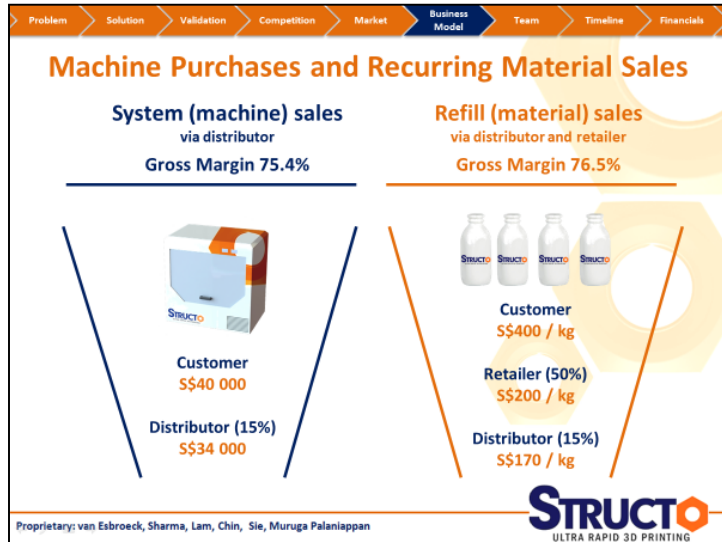
Reality check
(bottom up approach)



Business Model

- Talk about the most important elements of your Business Model Canvas
 - Do not show your whole canvas
- ❑ Most important is to highlight your revenue streams and what assets/processes/partners/other resources you will require
- ❑ Include
 - ❑ Pricing
 - ❑ Unit Margin (at ramp)
- ❑ Highlight WHO your customer is and how you will reach him/her

Example: Business Models



Tips:

Don't show the whole CANVAS!

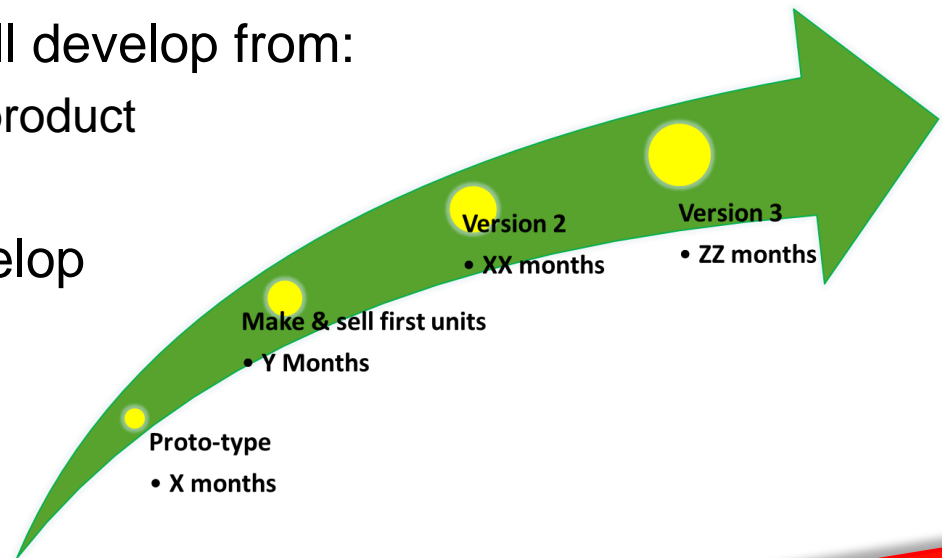
Focus on your most profitable Business Model

Indicate Unit Margin

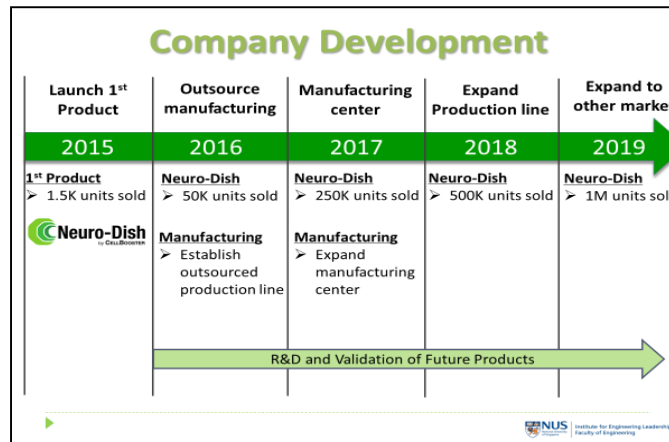
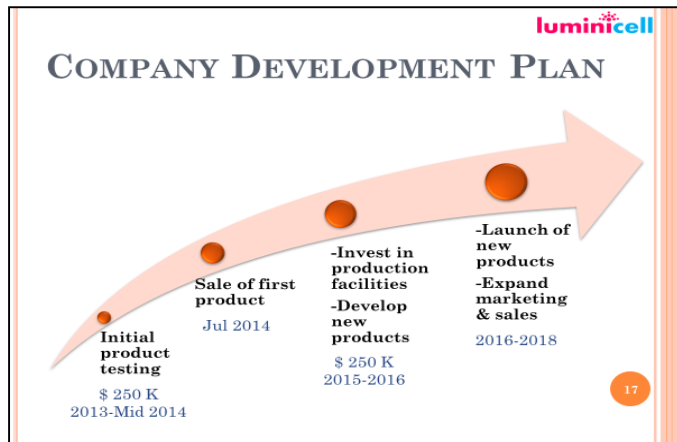
Product Development Stages

(updated for DemoDay Pitch)

- Prepare a high-level activity plan for your startup, typically 18 to 24 months or longer in order to get to a:
 - Minimum product to sell
 - Viable business model
 - Future R&D for future revenues
- Tell your story of how you will develop from:
 - ❑ Technology → prototype → product
- Include *time* required to develop



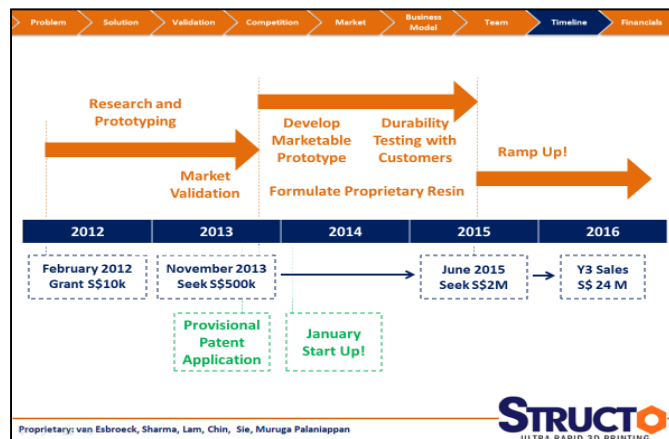
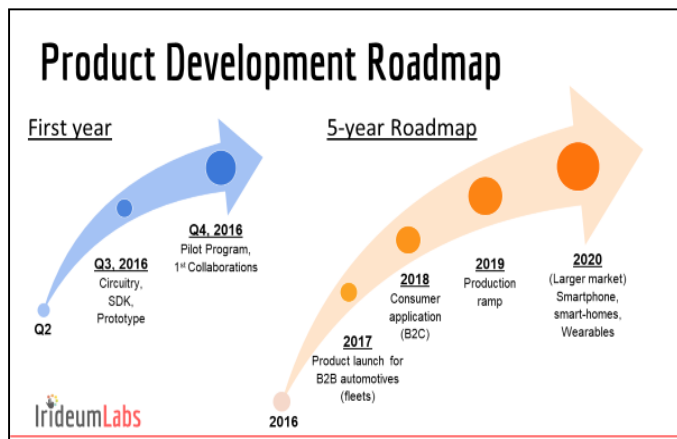
Example: Product Development



Tips:

Add time

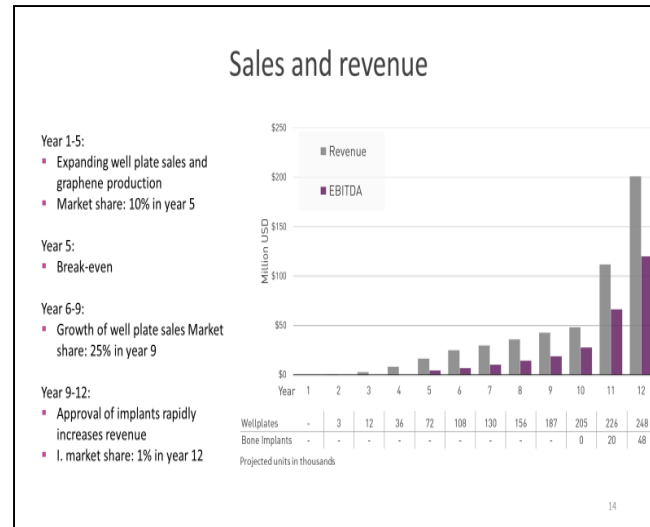
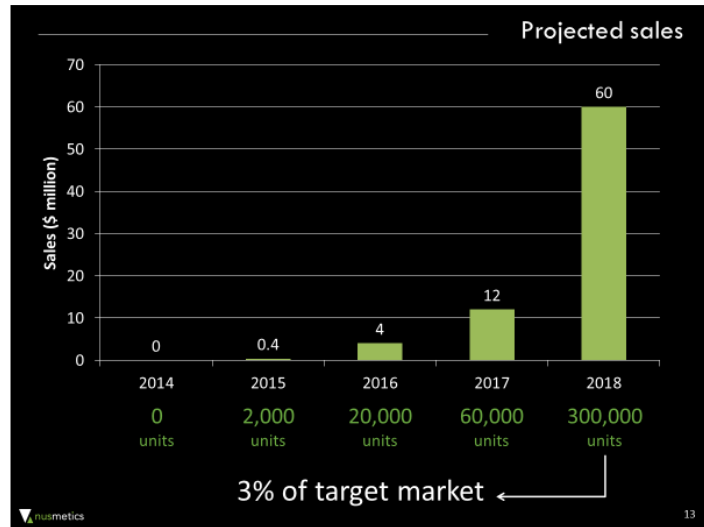
Only highlight important elements in pitch



Demo Day Pitch: Financials slide

- Over a 5 year period, be able to indicate how you will earn revenues & profits. **Display in a graph**
- Highlight:
 - ☐ Revenues
 - ☐ Units sold
 - ☐ Unit Margin at Ramp
- List your assumptions clearly
- **Do NOT present your spreadsheet.**

Example: Financials



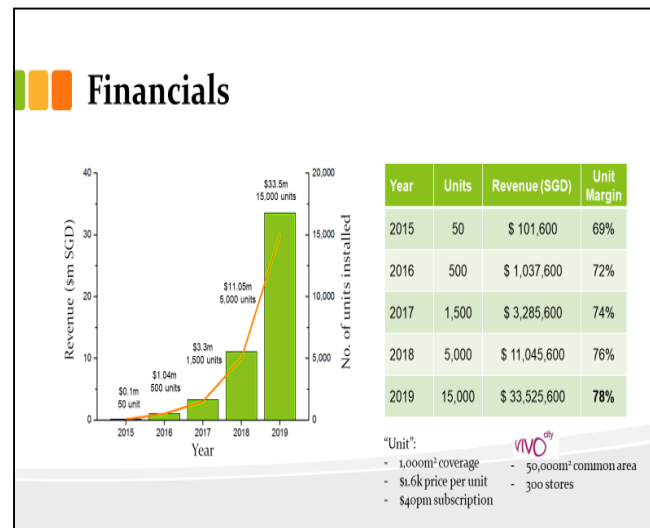
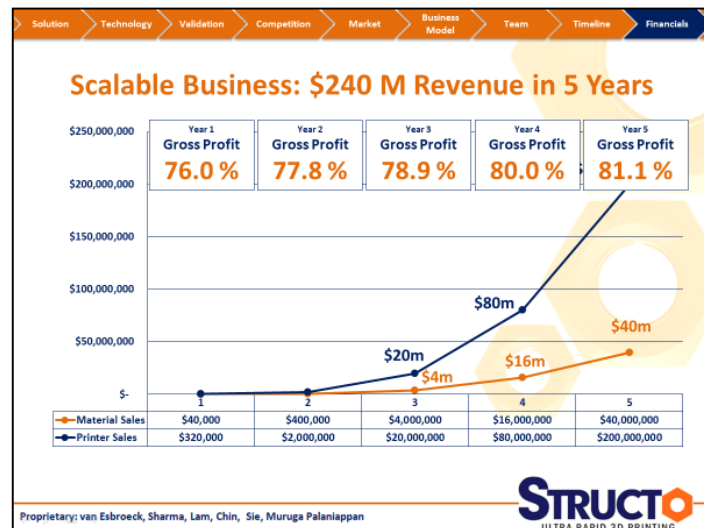
Tips:

This is your quantitative model as a visual

Only highlight important elements in pitch

Must reflect business model

List major assumptions

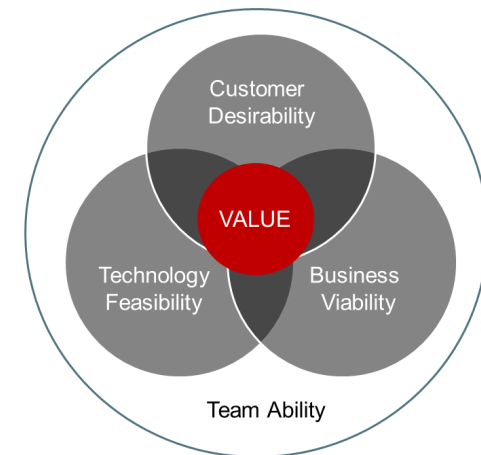


“The Ask”

- Here based on your financials, you'll indicate how much money you need to get it started.
- And indicate what the money will be used for e.g R&D, equipment etc..
- This is typically in exchange for a stake in the company, we've not thought you valuation, but typically they'll take between 10 to 30 % of the company depending on how much money you need.

Team

- You want to highlight the
 - ❑ Skills of each member to get the job done
 - ❑ The role they will take on in the team
- Highlight any projects you have all previously collaborated on
 - Show that you can work together
- Be honest about skills you **lack** and help you need
- If you run out of time in your pitch, DO NOT skip this slide



Successful Product Framework

Example: Team






Founding Team


			
Eeshan Kulkarni	Mingsheng Gan	Kartikey Joshi	Mohammad Danesh
Business Lead	Operations	Product development	R&D
PhD-MBA candidate Physics	Masters candidate Computing	PhD candidate Mechanical Engineering	PhD candidate Electrical Engineering
2 startup experience	1 startup experience	Experience in automotive product development with JLR	IR sensors and optics

IrideumLabs

Team

15

Technology Lead	Business Lead	Operations	IP & Marketing	Innovation & Marketing
				
Yap Hong Kai BEng, Biomedical Eng., PhD Scholar, Biomedical Eng. 3 patents pending	Jane Wang BEng, Mechatronics Eng. Minor: Business & Entrepreneurship, MSc: IP Management, Consulting, Sales, HRM 1 Start-up experience	Pramod Ghadge MSc:ISE, New Product Development/Manufact. uring background in India, Singapore and Israel. 2 Start-up experience	Mark Francis De Leon Msc. MOT Patent Analysis Philippines and Singapore 1 Start-up experience	Christina Li BEng, Mechatronics Eng Master by Research – Innovation Strategy



A Diverse Team with Strong Execution Capability

We are looking for CEO

ROCESO

Tips:

- Even when you run out of time on your pitch, DO NOT skip this slide
- You can highlight missing team skills
 - “We need a programmer, designer, marketing knowledge”

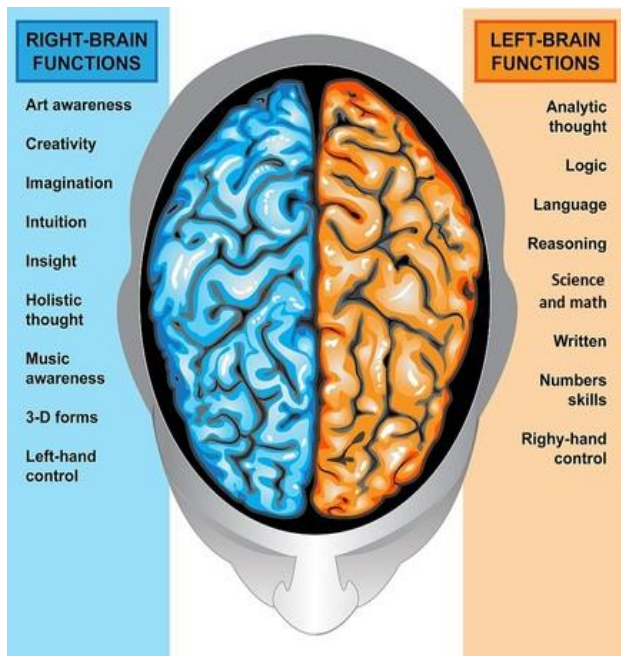
Final Slide

Tips:

- Add your contact details (general mailbox)
- Keep answers SHORT to be able to get more questions in
- During the Q&A, avoid scrolling to slides unless you really have to
 - Reasons:
 - You spend more time scrolling than answering
 - Distracts the audience
- If you don't know the answer, be honest and say so.
 - "I'll get back to you"
 - "Please meet us at our booth for a more indepth discussion"



General Slide Guidelines (Checklist)



- ☐ Pictures on the left
- ☐ Use **GREEN** and **RED** to highlight items only.
- ☐ Consistency
 - ☐ Headers across slides – All capital or not?
 - ☐ Headers in the same place on each slide
 - ☐ Same font/font size
 - ☐ Types of bullets
 - ☐ Size of boxes
 - ☐ Alignment
- ☐ Max 3 fonts and 3 colors per slide (no rainbows)

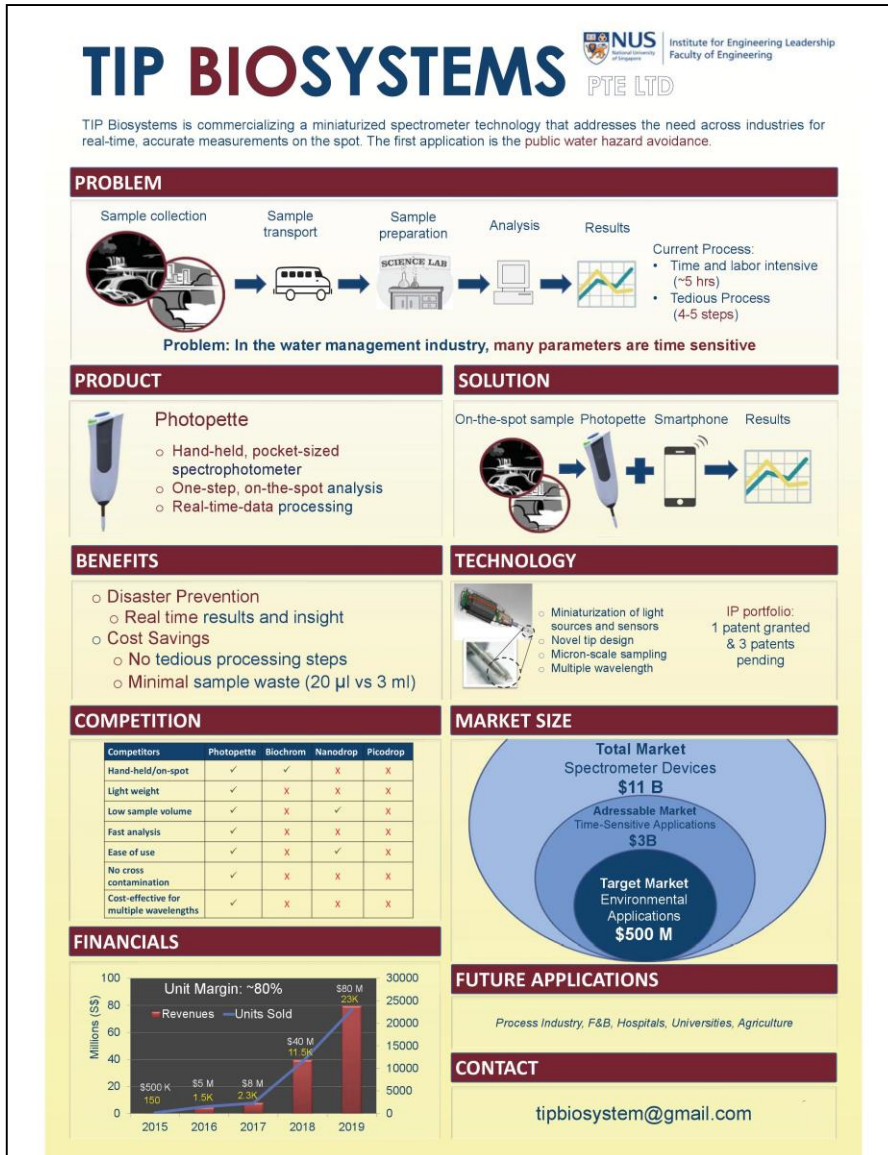
<https://www.youtube.com/watch?v=MjcO2ExtHso>

Poster

Poster

- All teams will have a poster at the exhibition
 - Poster is the short form of your Presentation
- ❑ Make sure that the Value Proposition is the storyline
 - For the _____ (Customer/User)
 - Who desperately needs _____ (Problem/JTBD)
 - We _____ can provide _____ (the Solution)
 - Which is _____ (how is it better than the existing solution?)
 - Financials: market size & revenue projection
- ❑ Include IEL logo on poster
- ❑ All teams to print the poster **THEMSELVES**
 - ❑ Color
 - ❑ A2 Size
 - ❑ Paste onto Foamboard
 - ❑ Places to print: Goh Brothers (NUS), Alexandra
 - ❑ Shouldn't cost more than about 15 sgd

Example: Posters



→ IEL Logo

→ Short description: value proposition!

Tips

- Come up with your own design, but these are the minimum elements
- Value proposition** is the story for the poster
- Test the poster with others to see if they understand it
- Use only a few colors
- Many examples in TechHub

→ Contact: general email

Company Slogan

Create a Company Slogan

- One liner
- Try to fit within 10 words

Auxowalk

- “Giving Back the Freedom to Walk”

Nusmetics

- “Increasing the Effectiveness of Skin Care Solutions”

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Plus: A Poster for the Exhibition

Additional References

What is the Purpose of a Presentation or Pitch?

- To inform
- To instruct
- To entertain
- To inspire/motivate
- To activate/stimulate
- To persuade

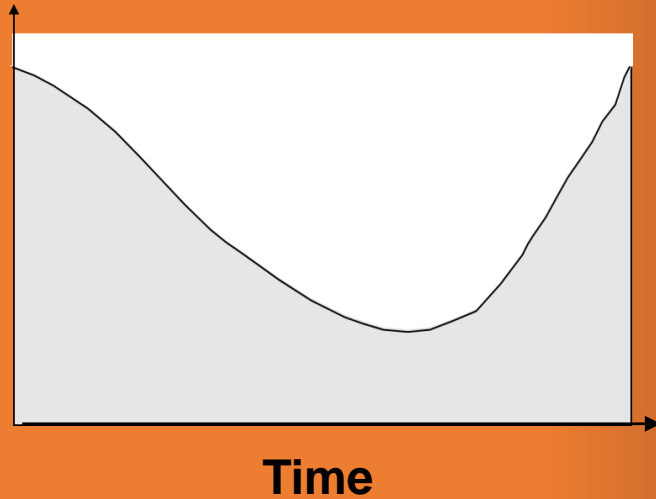
All are verbs/call to action!



Call to action  SLEEP

Preparation

Level of
attention



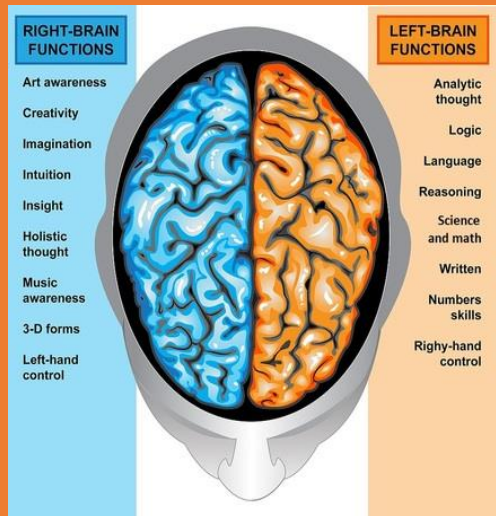
- People's attention spans are very short
 - Typically 10-20min maximum per activity is ideal
 - Start and end with the conclusion (Pyramid Principle)

- The brain works in an interesting way. People want to use both parts of the brain
- Hence a presentation/pitch should not be just about the content, also about the **delivery (i.e. performance)**

Right Side

- Emotional
- Musical
- Moody

Controls left
side of body



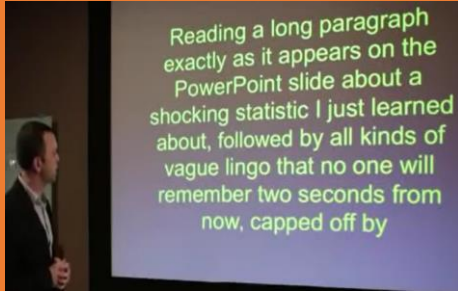
Left Side

- Dexterity
- Facts
- Hard data

Controls right
side of body

(Seth Godin – Really Bad PowerPoint)
www.brainmadesimple.com

Preparation



1. Check that what you say and show is aligned, and not exactly the same

1. Slides should reinforce words, not repeat them
2. Write out your script!
3. Cue cards are fine



2. Practice practice practice

1. Get a mirror!
2. Get your boyfriend/girlfriend/any friend!
3. Record yourself!



3. Time yourself

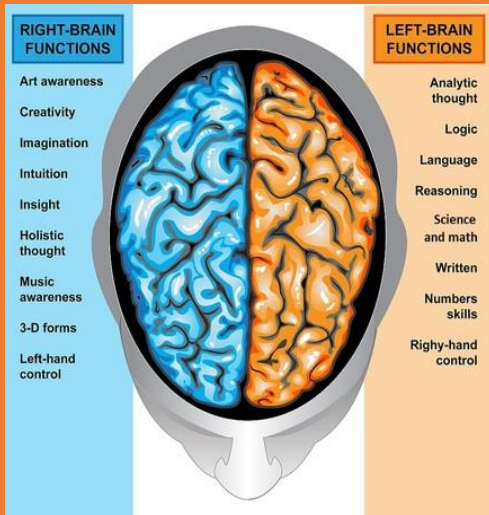
1. Get rid of excessive slides or words
2. 1 slide per minute
3. Many of us have “a word...” practice not using it!
 1. “like, so, ok, you know, right...”

Performing – Body Language

- Studies suggest:
 - The SINGLE most impactful factor is the non-verbal communication of the presenter
 - 55% of total influence of presenter
- 4 essential body language tricks
 - <https://www.youtube.com/watch?v=ZK3jSXYBNak>
- Tips & Tricks
 1. Open chest and arms → better breathing and relaxed, more audible
 2. Smile and look people in the eye
 3. Use small and stiff gestures → trust & confidence



Performing



1. Engage the audience

1. Don't stay in one place – Move per bullet point
 1. Move towards the slide for greater emphasis
2. Use emotion in your voice
3. Silence is also engaging
4. Volume: 3x your usual voice level

2. Positioning

1. Stand where you can always face the audience
2. Use the 2nd screen

3. Aids

1. Clicker (avoid using the laser)
2. During the Q&A, do not scroll excessively to slides



Announcements

TIP (EG2603)

- Final Reflection Assignment
 - **Due April 27; 5pm, IVLE**
 - Different questions from workshop assignments
 - Find assignment document in IVLE folder

Mentor Consultations

- You can still connect with your problem statement reps!
- Do book consultation time on IVLE (avoid last week rush!)
 - Don't have to have a perfect solution or presentation to show us, come to brainstorm, get feedback
 - If you're stuck...all the more reason to come and meet with us!

That's it!

See you on the 17th of April!