

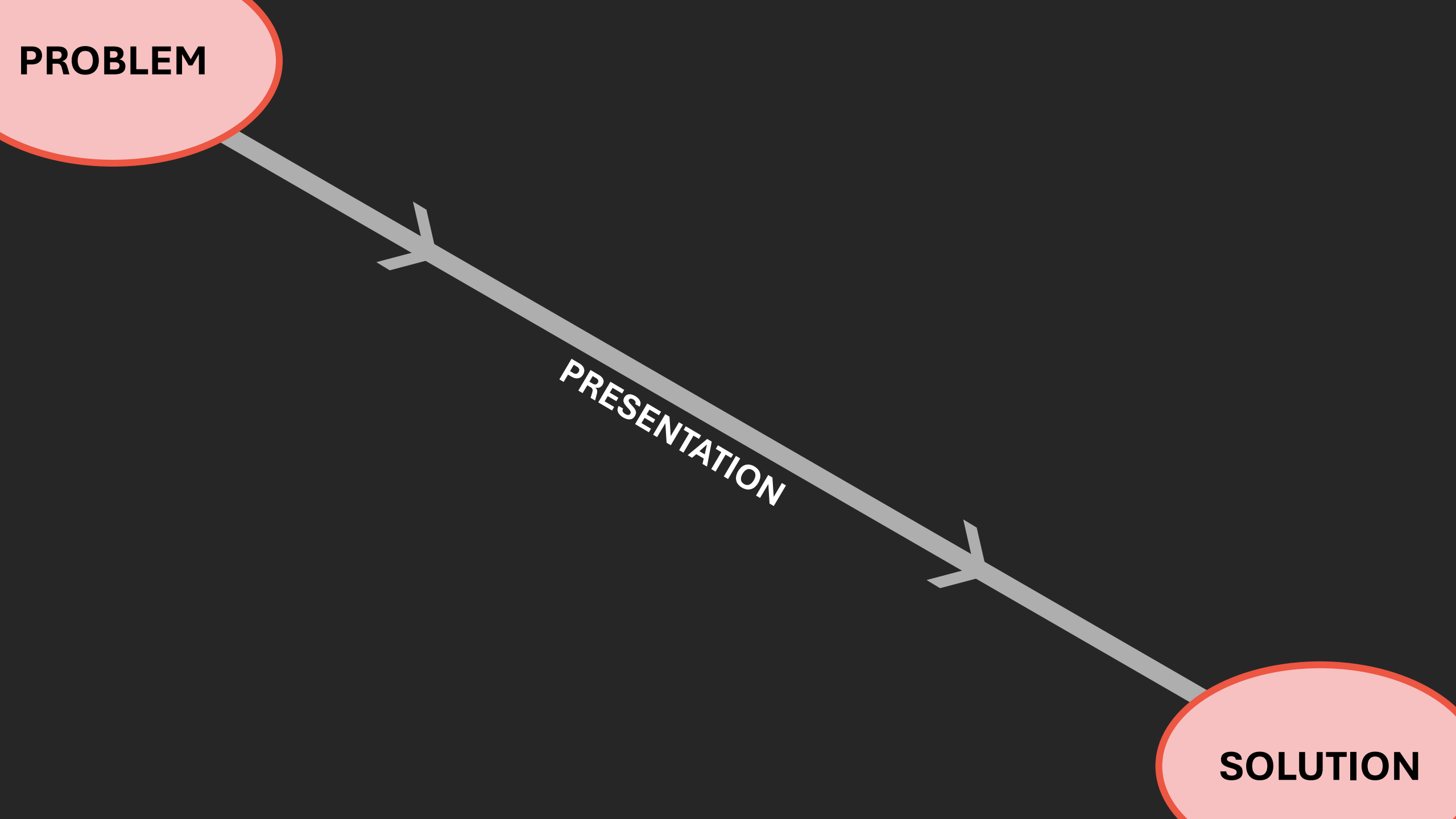
# HOW TO DO A PITCH?

A pitch is your opportunity to capture attention!

Técnicas de Comunicação e Apresentações (2025/26)

**Dra. Cátia Monteiro**





**PROBLEM**

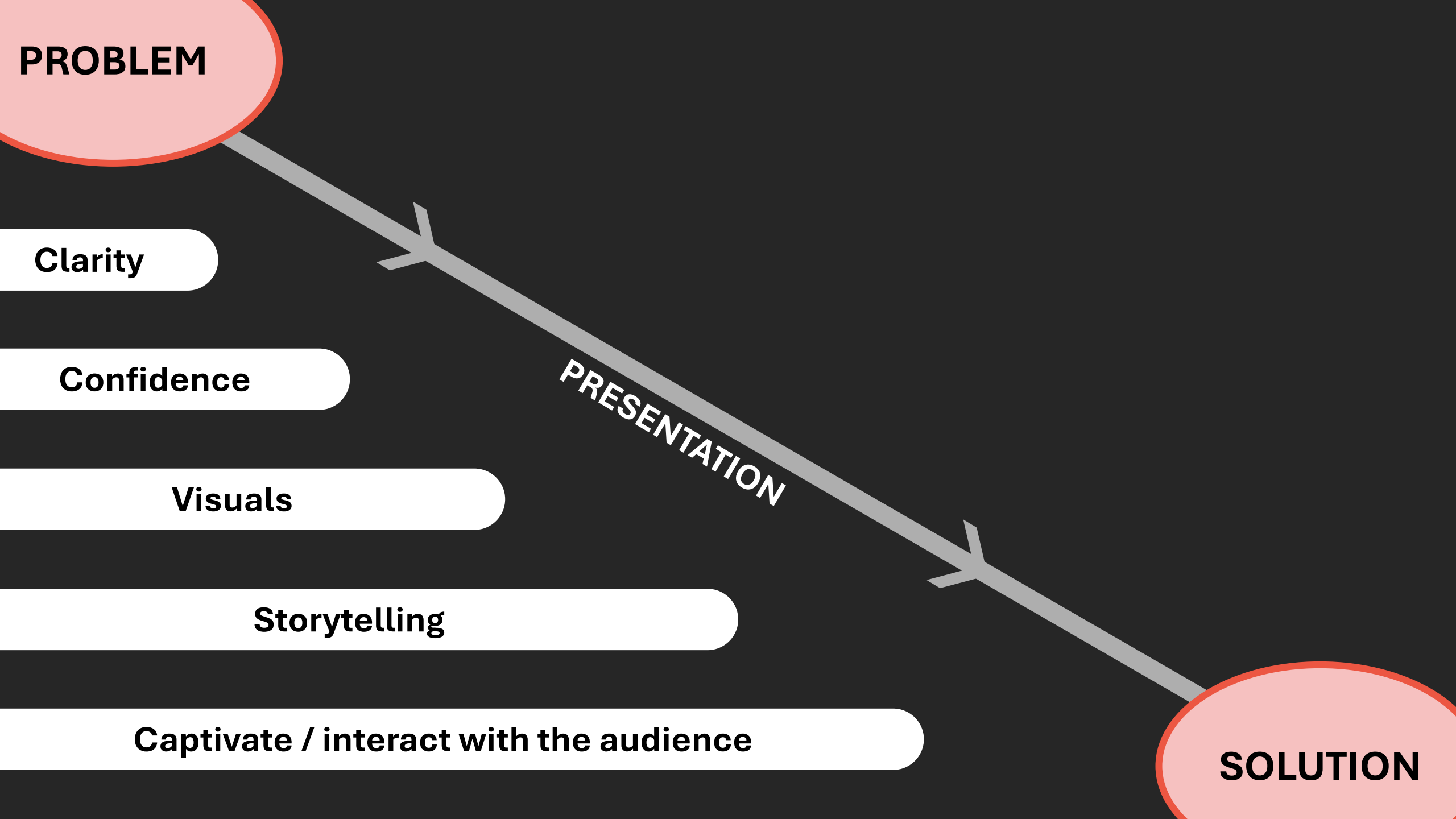
**PRESENTATION**

**SOLUTION**



**Quais são as palavras-chave  
que devem caracterizar a  
apresentação?**

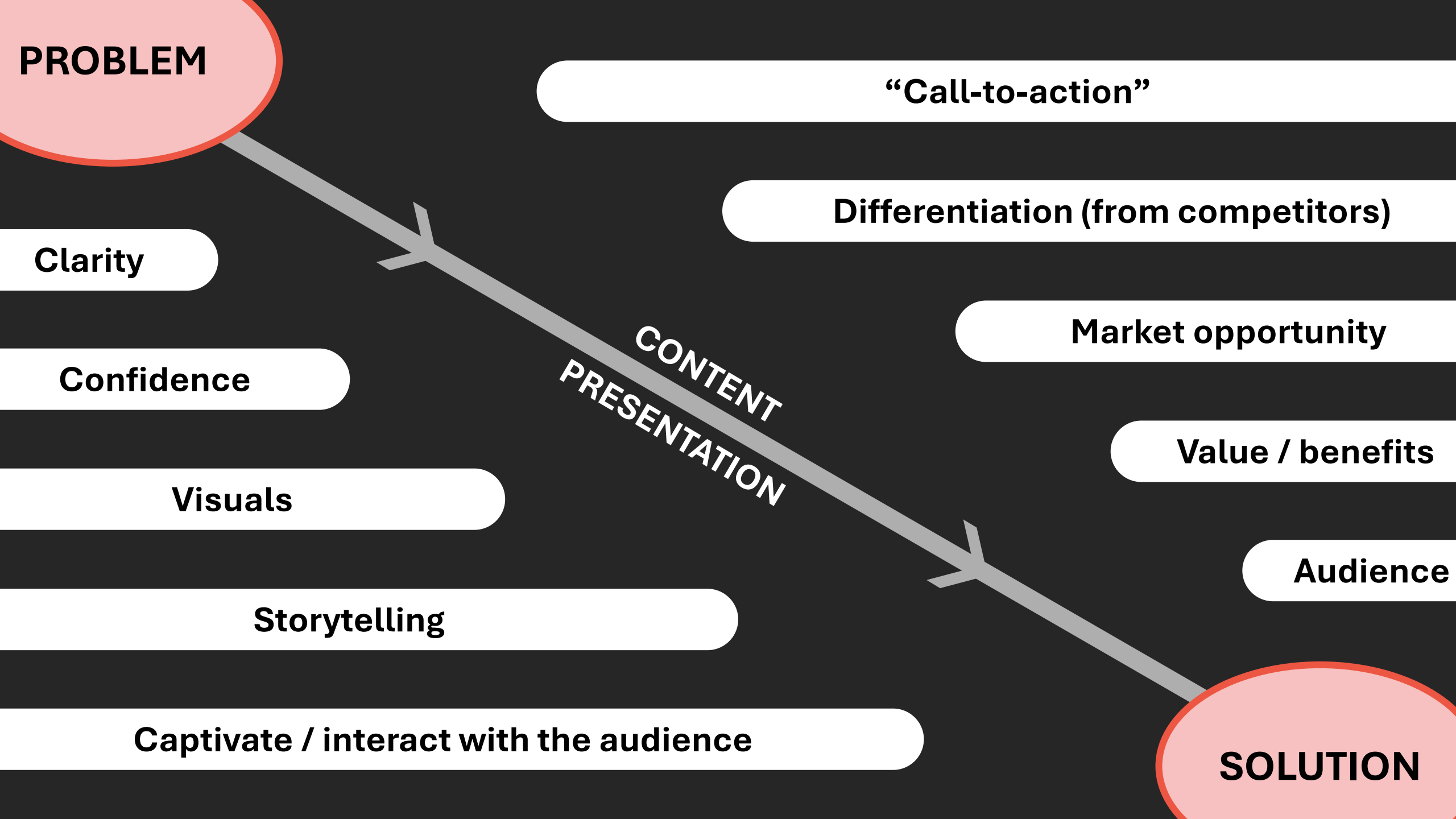
① Start presenting to display the poll results on this slide.





**Quais são as palavras-chave  
que devem definir o conteúdo  
de um pitch?**

① Start presenting to display the poll results on this slide.



**A PITCH IS A PERFORMANCE...**







... and all eyes should **ALWAYS** be on you!



# Shark Tank - QuickFlip



# Shark Tank - QuickFlip

- ▶ Are you convinced that there is a problem?
- ▶ Will QuickFlip going to solve it?
- ▶ Is this solution unique and creative?
- ▶ Did he used the whole 2 minutes efficiently?
- ▶ Was he convincing enough?
- ▶ Is this idea viable and can be produced to go to market?

# Opening with a memorable logo & one-liner



Book rooms with locals, rather than hotels

**Brian Chesky**  
bc@airbnb.com



# Understanding the Problem

**1**

## Define the Problem

Clearly communicate the problem or need your target audience is experiencing.

**2**

## Demonstrate Relevance

Explain why this problem is important and how it affects your audience.

**3**

## Provide Context

Offer relevant data or statistics that support the existence of the problem.

# Example 1

## Drug Development Path

### Immense Investment

Developing a new drug can cost over 1.3€ billion on average.

### Long Timeline

The entire process takes an average of 10-15 years from discovery to approval.

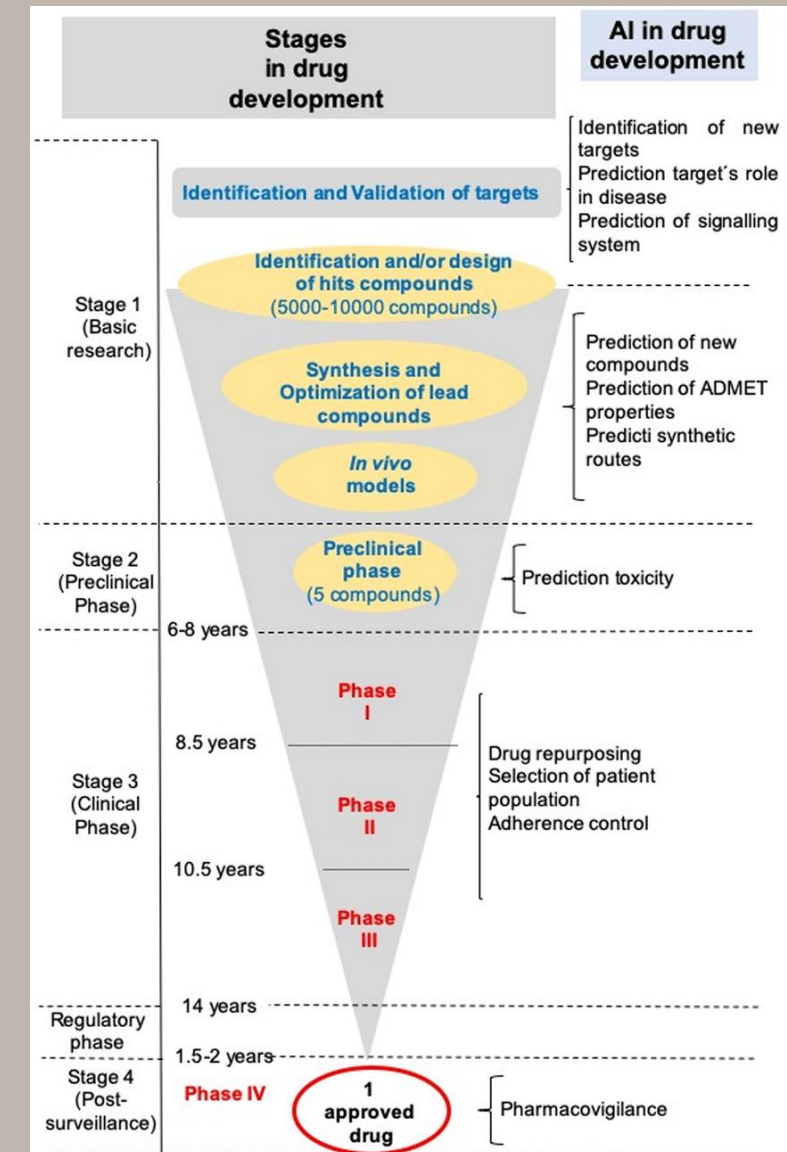
### High-Risk

Preclinical: Only 1 in 1000 compounds succeed in preclinical testing.

Phase 1: 70% of compounds pass the initial safety trials in humans.

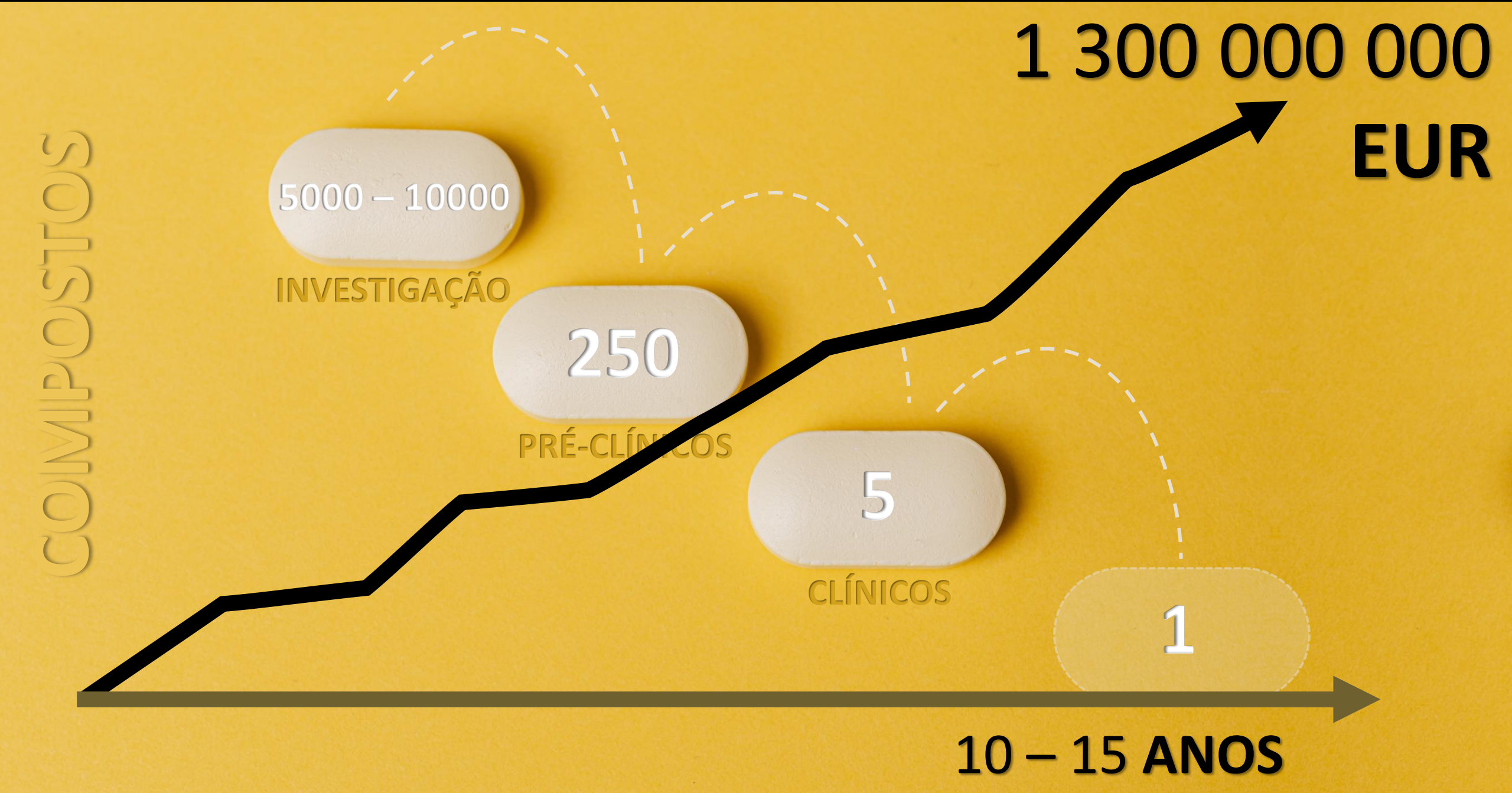
Phase 2: Just 1 in 3 drugs succeed in demonstrating efficacy.

Phase 3: Only 1 in 4 compounds ultimately gain regulatory approval.





Example 2





# Crafting the Solution

## Product/Service Overview

Describe what you are offering and how it addresses the problem.

## Key Features

Highlight the main features and functionalities that differentiate your solution.

## Competitive Advantage

Explain why it is the best choice for your target audience.

## Implementation

Outline how your solution can be easily used by your potential customers.



# Highlighting Value and Benefits

VALUE



Cost Savings



Scalability



Increased Efficiency

## Demonstrating Market Opportunity



Define the Market

Clearly define the specific segment of the market for your solution.



Market Growth

Provide data and statistics to illustrate the growth potential of your target market.



Differentiating from competitors

Highlight the specific features your solution offers over the competition.

# Concluding with a Strong Call-to-Action



Summarize Key Points



Finish with an impactful statement



Follow-up for future contact

**Leave your mark! Leave something behind!**





# Understanding your Target Audience

**1**

## Identify your Audience

Clearly identify who will benefit most from your solution.

**2**

## Understand their needs

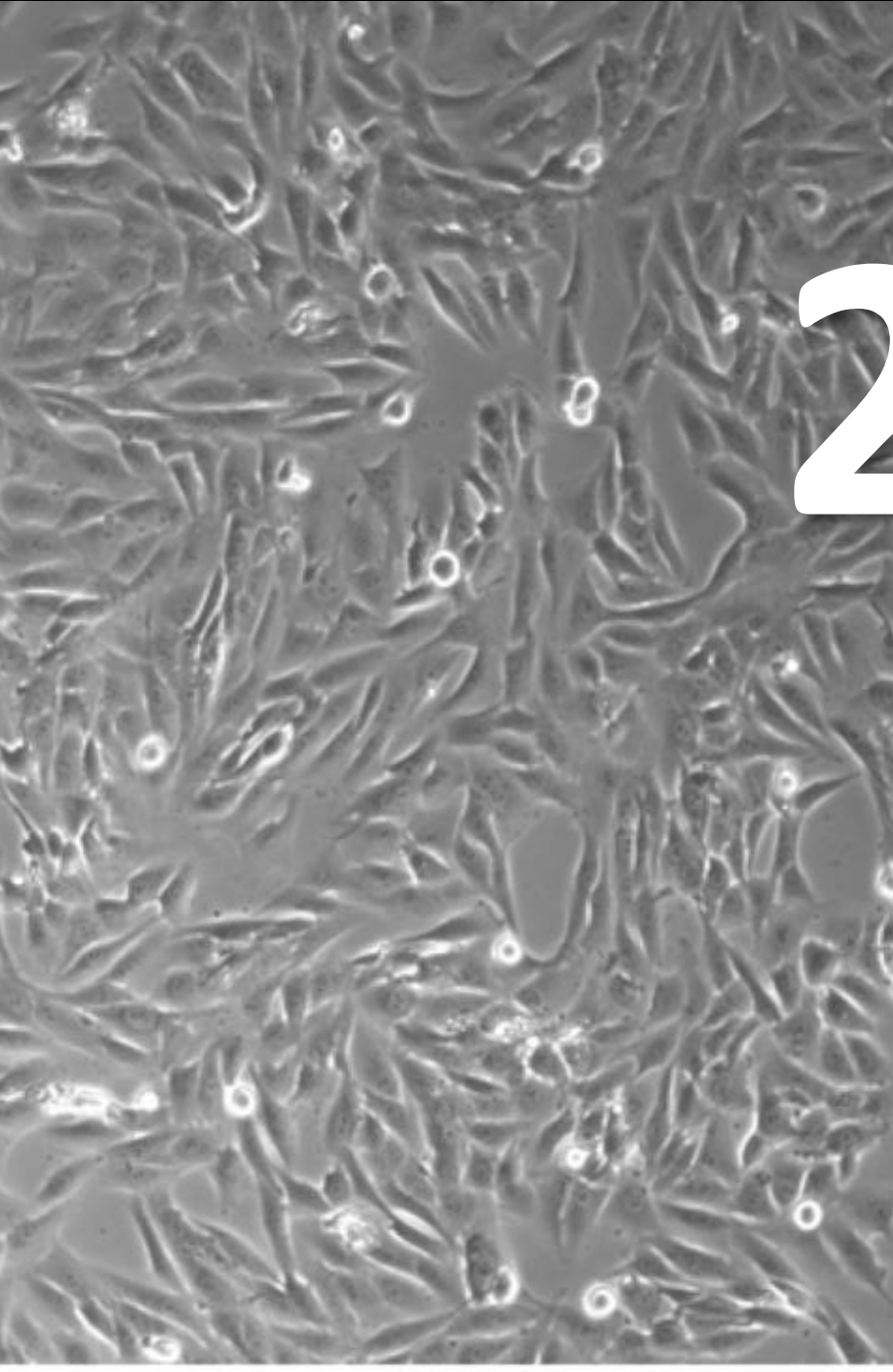
Demonstrate that you understand your audience needs.

**3**

## Tailor your message

Ensure that your tone and language is personalized to your audience and their problems.

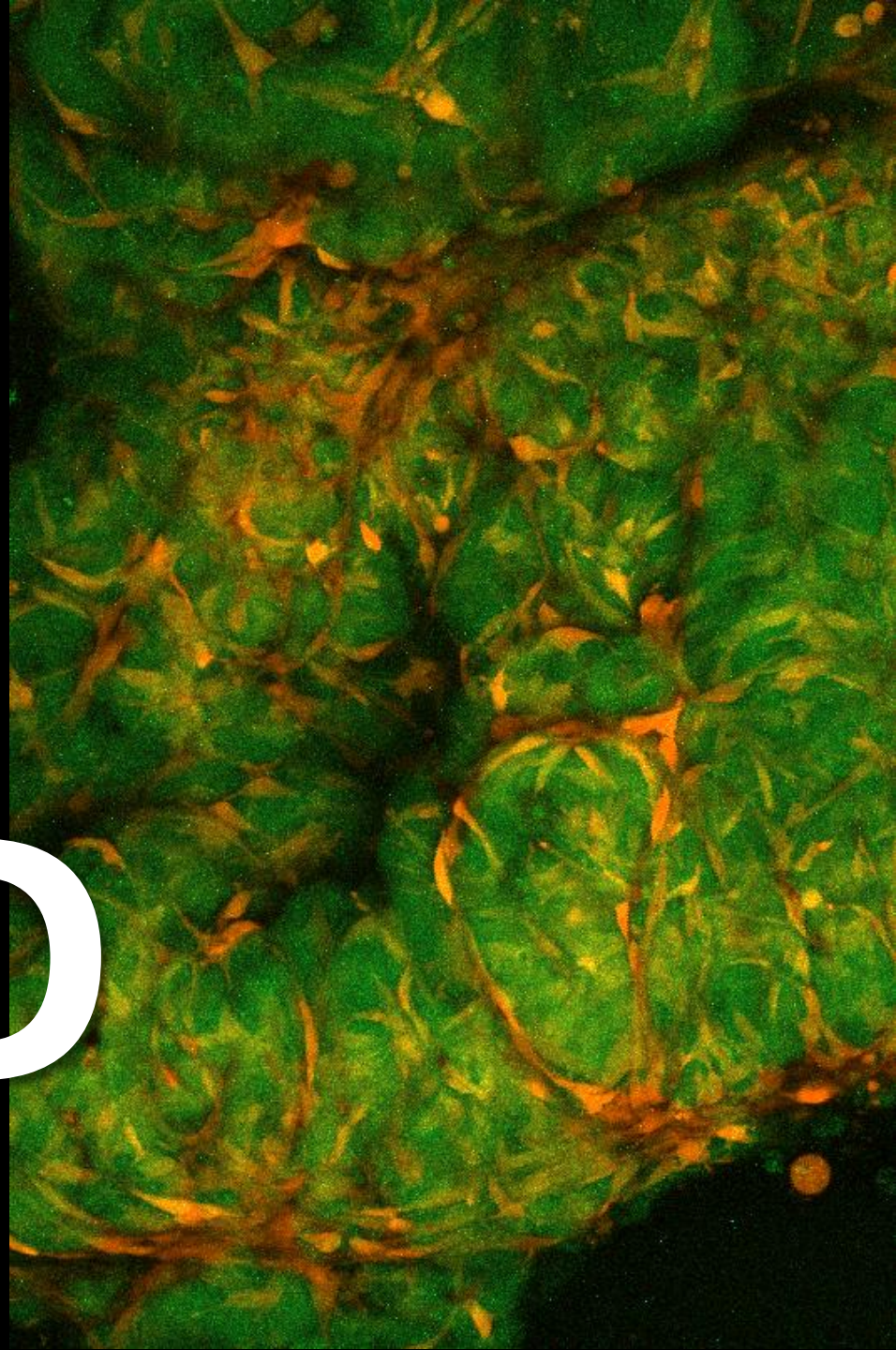




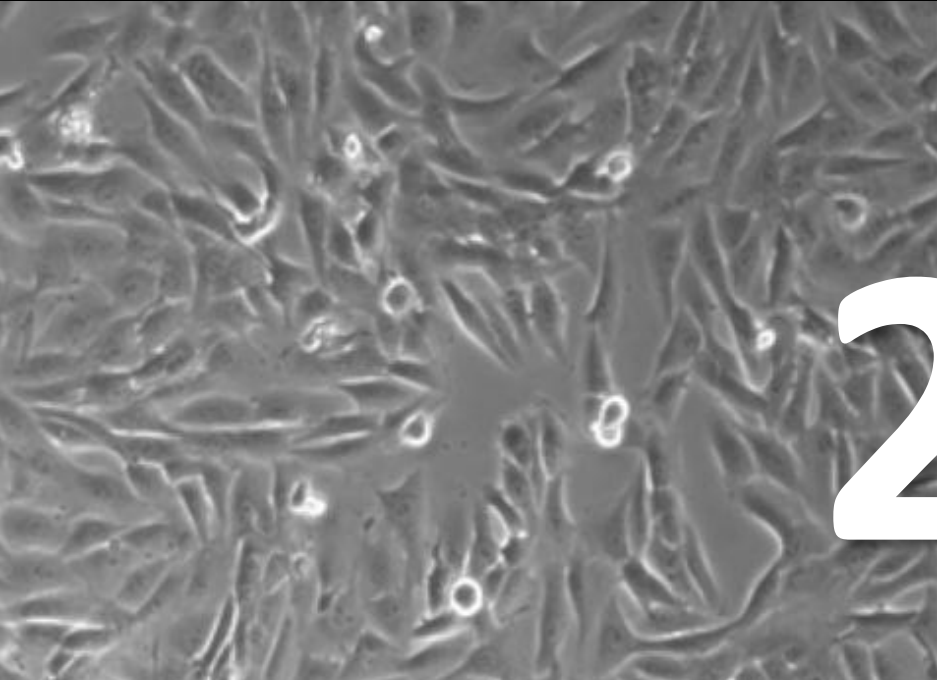
2D

*VS*

3D



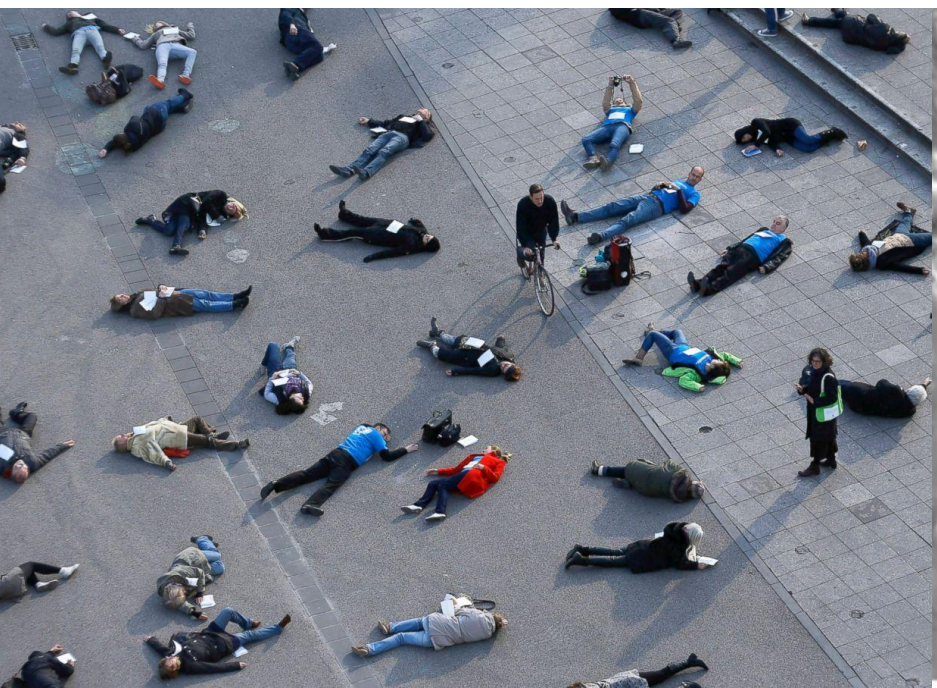
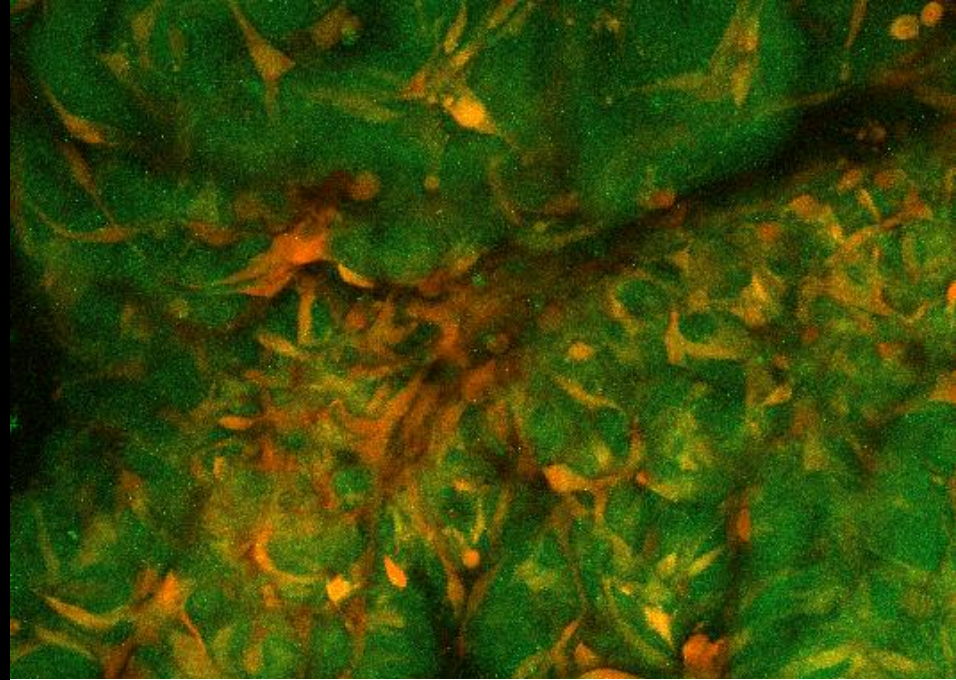




2D

VS

3D





# Mastering Communication Techniques

1

Start **BIG**

Conquer your audience in the first 10 SECONDS!



# Mastering Communication Techniques

1

## Start **BIG**

Conquer your audience in the first 10 SECONDS!

2

## Clear Communication

Deliver your pitch in a concise way to maximize the impact

3

## Confidence

Speak with conviction and enthusiasm

4

## Visuals

Use simple and attractive visual elements to support your message



# Mastering Communication Techniques

5

## Storytelling

Use narrative elements to make your pitch more memorable

6

## Audience interaction

Engage with your audience and encourage their participation

7

## Timing

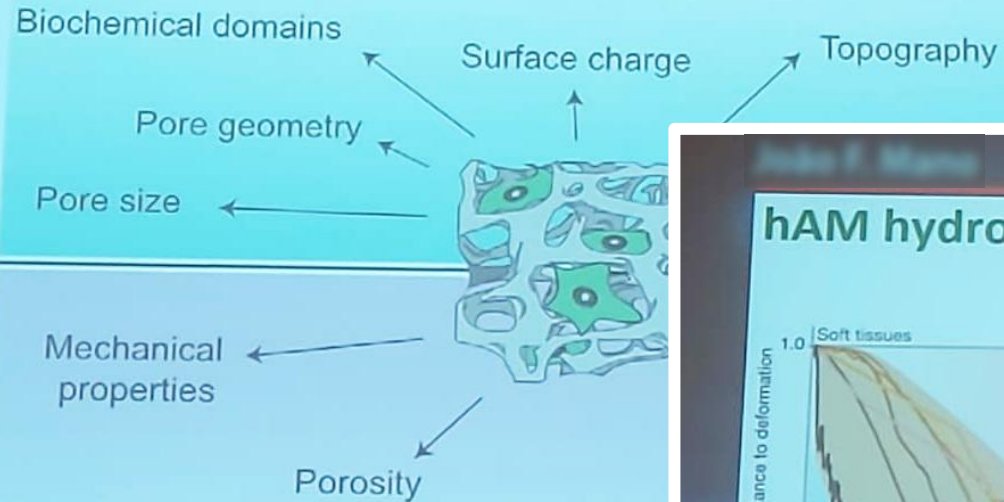
Deliver your message without rushing. Respect the time limit and keep your pitch sharp and disciplined



# A strong pitch is also about when to STOP

## Minimalist Tissue Engineering Approaches

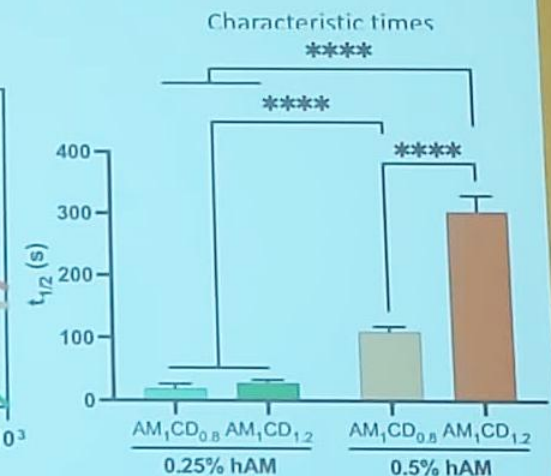
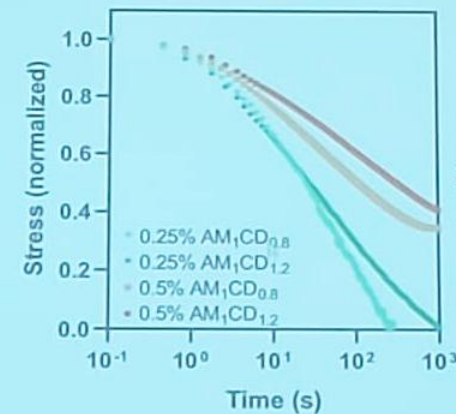
Surface properties: low dependence on material quantity



Bulk properties: high dependence on material quantity

## hAM hydrogels from supramolecular assembly: viscoelasticity

### Stress relaxation



Ovijit Chaudhuri et al., *Nature*, 584, 535 (2020)

B. Ladeira+, *Biomaterials* '25

# Timming matters!

***P*roblem-solving:** Can you convince us that there is a problem that you are going to solve?

***I*nnovation:** Is your solution unique and creative?

***T*ime limit:** Can you use the whole 2 minutes in a compelling and productive manner?

***C*ommunication:** Be quick, clever and convincing!

***H*ow viable is your solution?:** Could your idea actually be produced and go to Market?

**CRITERIA**



# Summarizing...



**Research**

**Define Objectives**

**Practice**



***Let's pitch great ideas!***

Bright  
ideas  
Change the  
world.