

ENGG 683 – The Pitch

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6 minutes
Pitch

+

4 minutes
Q&A

- Total of *10 minutes*
- 2 winners
- People's choice award

Pitching

Your goal is to:

Influence the judges because this will turn your idea into a reality

Clear, concise, and engaging

Compelling case of

What is your idea?

What does your technology, product or service do?



Pitching

- Need to know who your audience is

Pitch round

Selection of engineering and entrepreneurial leaders

- What is your goal and core message?
- As much as you can quantify your claims
- Be specific about your ask

Pitching

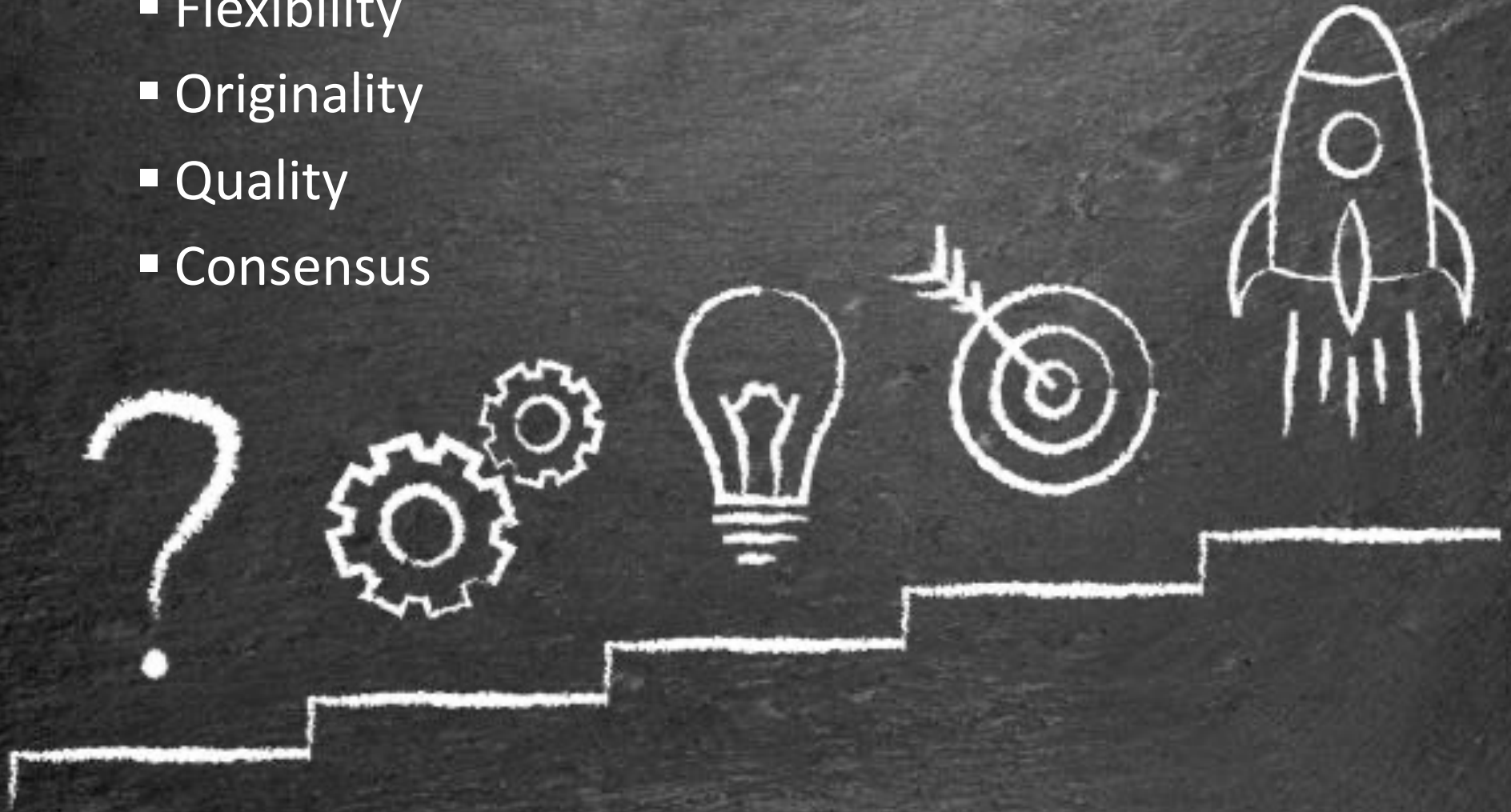
Research suggests that humans can categorize others in less than 150 milliseconds. Within 30 minutes, they've made lasting judgments about your character.*

- **Creative ideas** communicated clearly will be quickly recognized
- The hard to assess ideas will be also quickly discounted



Metrics for creativity

- Fluency
- Flexibility
- Originality
- Quality
- Consensus



Pitching

1. Passion
2. Authenticity
3. Credibility
4. Experience



Stay Calm and breathe deeply

Slide deck

- Design is open
- Be creative!
- Don't overcrowd the slides
- A picture is worth 1000 words

Good design is good business

Be Persuasive

- Always start strong to quickly capture the reader's attention
- Convince the committee members that your innovation is worth funding
- Make sure that your goals are realistic

Supporting material

- Use lists, tables, and figures (graphs) to present information where appropriate
- Cite all the information taken from other sources

You need to

- Define the problem
- What is the solution you are providing?
- Who are your competitors and why are you better or different?
- Define your target market, market size and market gap
- Develop a business strategy
- Understand the economic and societal benefits that will result from the implementation of your innovation

Effective presentation tips

- Start strong to engage the audience
- Focus on the core message and use your voice effectively
- Manage your pitch time
- There is no limit to the number of presenters
- Use layman language don't use complex scientific terms



Practice the presentation with your team many times!

Be Prepared!

1. Introduction/Background
2. Problem
3. Solution
4. Target Market
5. Business model
6. Underlying magic/technology
7. Competition
8. Projections and milestones
9. Summary and ask
10. Team

Target Market



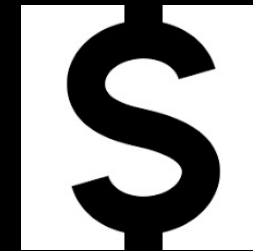
Founder



- Deep subject matter experience
- Why you are the right group to make this innovation successful
- Does the team have true insight?
- Does the team have a clear plan to execute to the funds they receive?

INNOVATION

TEAM



Funds
Support

Q&A – Tips for success

- Customize the idea rather than defend it
- Don't memorize from a how to book
- Adapt your predetermined responses to the questions
- Don't guess the answer if you don't know



Evaluation for the next stage

- Innovation
- Impact
- Feasibility
- **Presentation/Pitch**
- Growth

- Video – Avoiding Death by Powerpoint: <https://www.youtube.com/watch?v=Iwpi1Lm6dFo>
- 50 Effective PowerPoint Presentation Tips (To Improve Your Skills): <https://business.tutsplus.com/articles/37-effective-powerpoint-presentation-tips--cms-25421>
- Tips for creating and delivering an effective presentation: <https://support.microsoft.com/en-us/office/tips-for-creating-and-delivering-an-effective-presentation-f43156b0-20d2-4c51-8345-0c337cefb88b>

Free visual tools

- Canva.com - Free digital design tool
- InVision - is the digital product design platform used to make the world's best customer experiences.
- Sketch - Free wireframe tool
- Unsplash.com - Free stock photos
- Colourbox.com - Free stock photos

THANKS!