SCIENCE MELTING POT

THE 1-MINUTE PITCH

STORYTELLING TECHNIQUES TO PITCH YOUR RESEARCH TO ANY AUDIENCE

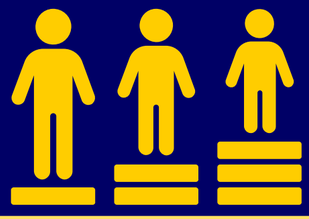
ABOUT US

Science Melting Pot

Founded in 2022 by Dr. Shaeema Zaman

Diverse team of scientists, artists, communicators and educators.

Driven by a passion for science **outreach** and making an **inclusive** scientific community.



Consultancy and training services in science communication and inclusion in science and technology.

Draws on **research** and **creativity** to deliver content and tools tailored to your needs.

ROBIN BONNÉ (32)

Researcher

- Master in particle physics
- PhD in biophysics
- Postdoc in microbiology

Science communicator

- Teacher's degree
- Passion for TV/radio
- Robin Talks Science

Improv theater actor

- 8y of Theatre
- 6y of Improv comedy
- Stage presence, storytelling

SCIENCE MELTING POT

AGENDA

1. Good pitch vs. bad pitch
2. Why storytelling?
3. The QUARK principle
4. Test your own pitch!

SCIENCE MELTING POT

GOOD PITCH, BAD PITCH

SCIENCE MELTING POT

SCIENCE

STORYTELLING

Protagonist

Come up with an ending first

Put the audience first

Emotional connection

Can they retell it?

SIMPLIFY!

SCIENCE MELTING POT

STORYTELLING

1. Once upon a time …
2. And every day …
3. Until one day …
4. Because of that …
5. Until finally …

SCIENCE MELTING POT

AGENDA

1. Good pitch vs. bad pitch
2. Why storytelling?
3. The QUARK principle
4. Test your own pitch!

SCIENCE MELTING POT

PITCHING PRINCIPLE

Q Quest

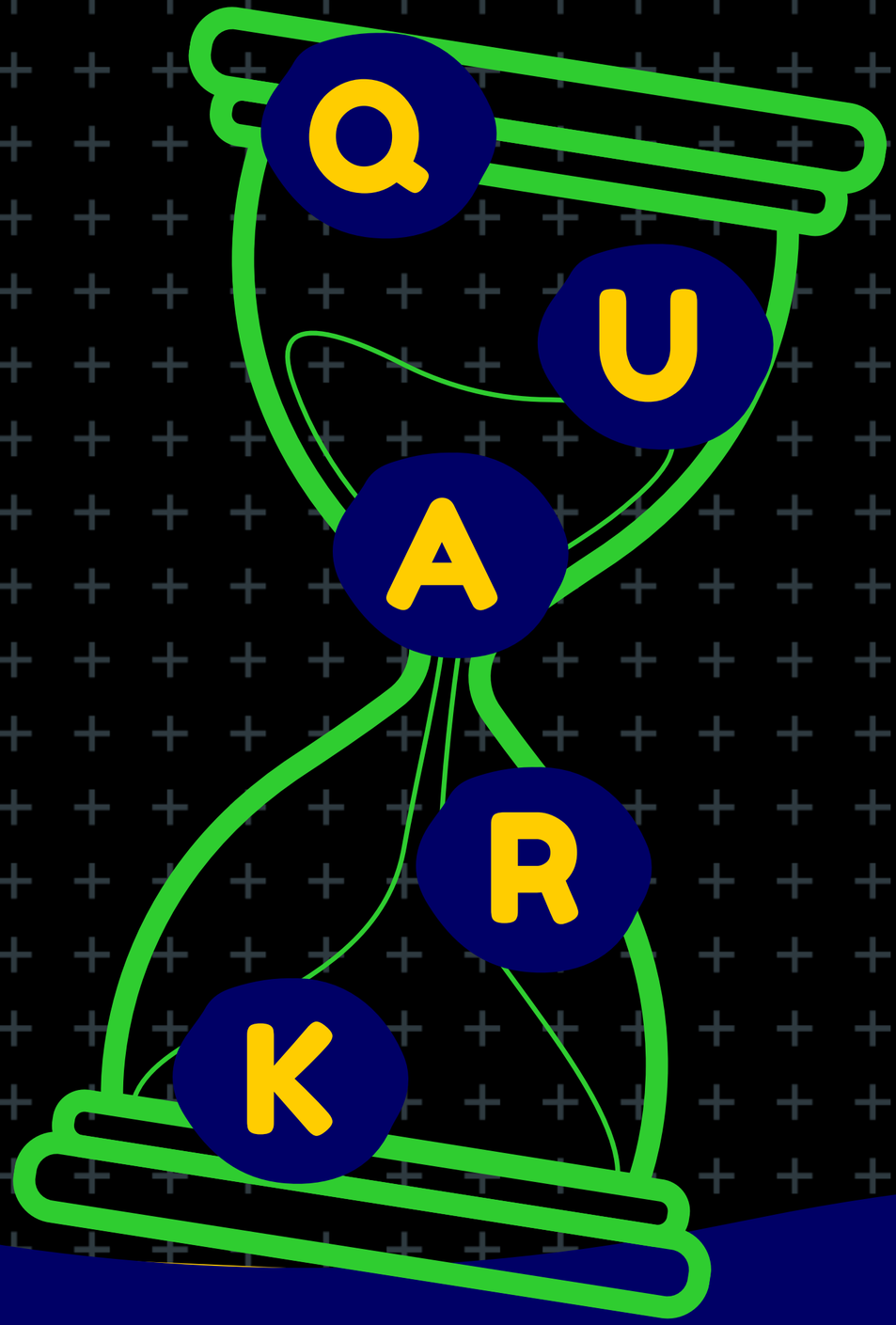
U Unknown

A Action

R Result

K Key message

SCIENCE MELTING POT



SCIENCE
MELTING
POT

KEY MESSAGE

K

What is the one thing they should remember?

> MY COMPUTER ALGORITHM MIGHT ONE DAY MAKE OUR MESSAGES SAFER AGAINST HACKERS

SCIENCE MELTING POT

KEY MESSAGE

K

What is the one thing they should remember?

> MY COMPUTER ALGORITHM MIGHT ONE DAY MAKE OUR MESSAGES SAFER AGAINST HACKERS

SCIENCE MELTING POT

KEY MESSAGE

K

Can they repeat it?

Translated to the real world?

SCIENCE MELTING POT

QUEST

A fact or question to grab their attention

“OH REALLY? TELL ME MORE ...”

DO YOU KNOW THAT IN A FEW YEARS ALL HACKERS WILL BE ABLE TO READ THE WHATSAPP MESSAGES BETWEEN YOU AND YOUR LOVER?

SCIENCE MELTING POT

QUEST

Is it at the right angle?

Is it memorable?

SCIENCE MELTING POT

UNKNOWN

Sketch the situation and the problem

Don’t focus on the big picture. Give an example!

> YOUR MESSAGES ARE HIDDEN BEHIND A WALL THAT IS IMPOSSIBLE TO BREAK. BUT FUTURE COMPUTERS WILL BE SO POWERFUL THAT THEY CAN CRACK ANY CODE IN A FEW SECONDS. URGENTLY TIME FOR A NEW WAY TO CONCEAL OUR DATA.

SCIENCE MELTING POT

UNKNOWN

U

Is it relatable?

Is it understandable?

SCIENCE MELTING POT

A

ACTION ...

What did YOU do to tackle the problem?
Write it down in one sentence.

> I'M WORKING ON A COMPUTER PROGRAM THAT USES QUANTUM MECHANICS TO HIDE OUR DATA, SO IT WILL BE IMPOSSIBLE TO BREAK WITH THESE NEW COMPUTERS

SCIENCE MELTING POT

ACTION

A

Who is the protagonist?

Minimize the jargon

SCIENCE MELTING POT

RESULT

R

What did you find out?

How does it translate to the example?

> WITH MY NEW TECHNIQUE, THE CODE TO CRACK A MESSAGE ONLY EXISIST ON YOUR PHONE AND THE PHONE OF YOUR LOVER. SO NOBODY CAN INTERCEPT.

SCIENCE MELTING POT

RESULT

R

Couple back to the unknown

SIMPLIFY!

SCIENCE MELTING POT

KEY MESSAGE

What is the one thing they should remember?

> SO NEXT TIME YOU'RE NERVOUS WHILE YOU'RE TEXTING YOUR LOVER ... QUANTUM MECHANICS GOT YOU COVERED!

SCIENCE MELTING POT

KEY MESSAGE

K

Can they repeat it?

Translated to the real world?

SCIENCE MELTING POT

PITCHING PRINCIPLE

Q Question

U Unknown

A Action

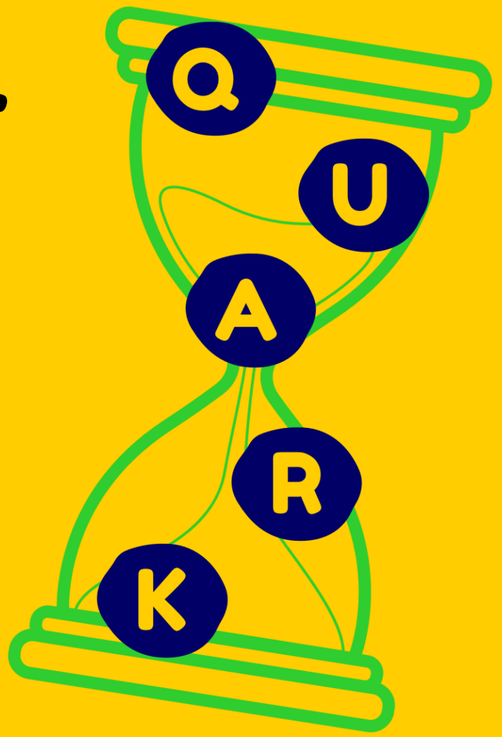
R Result

K Key message

SCIENCE MELTING POT

SUMMARY

1. Find an angle for your listener
2. Use a protagonist – the star
3. Simplify – check for jargon
4. End with your key message



SCIENCE MELTING POT

QUESTIONS?

CHECK OUT SCIENCE MELTING POT

SCIENCE MELTING POT