

Johns Hopkins – Coulter Translational Partnership *Oral Presentation Guidelines*

During the Oral Presentations to the Oversight Committee (OC), each team will be allotted a forty-five (45) minute time slot, with the following timeline:

- 1 min – Introduction of Project by the Coulter Program Director or Deputy Director
- 15 min – Presentation to the OC by the PIs
- 10 min – Brief Q/A
- 10 min – Closed OC Discussion (PIs step out of presentation room)
- 5 min – PIs invited back in to address key issues, if necessary
- 4 min – PIs depart. OC Members finalize score sheets

No strict template is required, thus allowing each team the maximum flexibility for the presentation; and allowing you to effectively convey a convincing proposal. Below is a list of “key” suggestions for your presentation:

- Make sure to highlight the market opportunity and value proposition. The goal of the presentation is to demonstrate that there is a real health care need for your technology that someone can make money off of and that the Coulter funding is essential in helping you drive your technology towards commercialization.
- This is NOT a scientific presentation. You should provide only enough technical detail to convey the “what”, not the “how”. Assume that the presentation is an investment pitch to business executives and VCs.
- If you want to have additional technical details or other supplemental information on hand, consider putting it in appendix slides and referencing them during Q&A if necessary.
- Use large fonts and minimal text. Do not try to cram too much information onto one slide. Use pictures or diagrams instead of words whenever possible.
- For a 15 minute presentation, aim for 10-15 slides.

The following is a list of suggested topics to be covered in the presentation. Omit, add, and/or rearrange as you see necessary to best convey the clinical need and commercial potential of your proposed project.

- **Team**
 - What is the role of each PI?
 - Who else is involved (e.g. students, post-docs, external collaborators)?
 - Why will this team succeed in bringing this technology to an exit?
- **Project Vision/Goal**
 - Big picture
 - The product that would result from the completion of the entire project
 - Value proposition
 - Define the customer/user. Who will buy and/or will use the technology?
- **Clinical Rationale & Impact**
 - What is the problem (market opportunity)?
 - How big is the problem (market size)?
 - What solutions are currently available?
 - Why will your product be better (provide concrete factors/characteristics)?
- **Project Background**
 - Brief overview of preliminary data/basic research/current state of prototype
 - **This is NOT a scientific presentation**

- **Project Plan**
 - Timeline, milestones, deliverables, and budget
 - List specific aims, funds needed to complete each aim, and anticipated completion dates.
- **Next Steps**
 - What stage will Coulter funding get you to?
 - What are the next objectives after the grant period?
- **Commercialization**
 - IP Status of project – Is the technology protected?
 - IP Landscape – Are there current patents and applications on file?
 - Regulatory – Estimated pathway, time, cost?
 - Reimbursement – Do codes exist for your technology?
 - Exit Potential – What is the current investment/acquisition/licensing outlook in your industry of focus.
- **Follow-on Funding/Exit**
 - Follow-on Funding Plan (e.g. Grants, VC, Angel Investors, etc...)
 - Potential exit opportunities? Have you spoken with any potential acquirers? Any milestone based interest? Quotes/Letters of Interest?