



INNOVATING A
BETTER FUTURE
TOGETHER

Pitching Workshop

Malaysia Commercialisation Year (MCY) Award 2018

MESTECC

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Agenda

I. Fundamentals of a Pitch

- I. What is a pitch
- II. How to Really Sell your Innovation/ Technology

II. Pitch It-How to engage your audiences

- I. Stage fright and how to conquer it
- II. Opening your presentation
- III. Body of your presentation
- IV. Closing of your presentation

III. Visual and Verbal Presentation Methodologies

IV. Body Language/Appeal Functions

- I. Using presentation equipment effectively
- II. Common body language
- III. Do's and Don't of power-point presentations



It Is A Common Problem



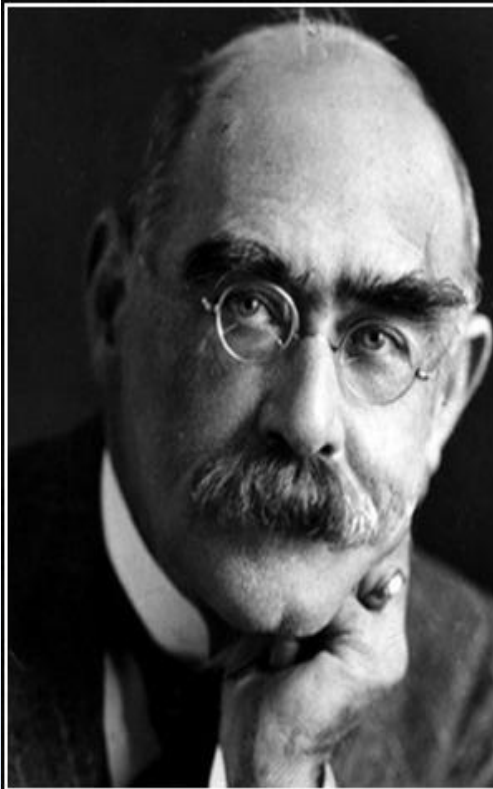
**70% of the population have stage
fright and you are not alone!!**

Fundamentals of Business Pitch

What is a Pitch?

- A **persuasive speech** that is used to create interest in a project, a concept, or people
- It **distils** your ideas into the simplest, clearest points of value, what makes you different, and **instils** enough curiosity to make the prospect want to hear more
- Different types of pitches, which serve different purposes
- Elevator pitch, sales pitch, business/investor pitch





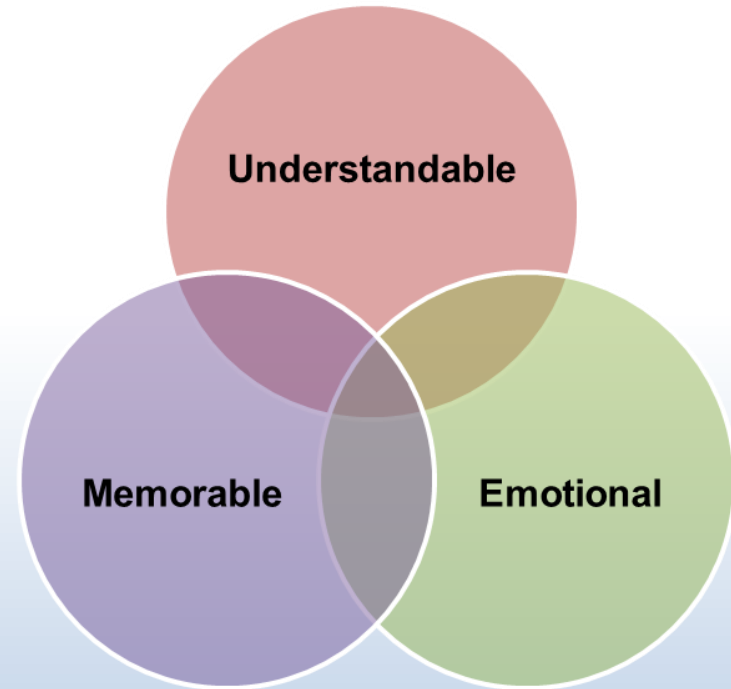
If history were taught in the form of
stories, it would never be forgotten.

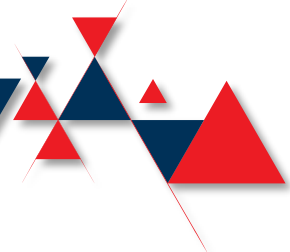
— *Rudyard Kipling* —

AZ QUOTES

Main Elements of A Pitch

- Meet business/investor expectations
- Market driven, business component
- A good opening pitch is made up of 2 key elements
 - i. **The pain statements**
 - ii. **The value proposition**





12. CONTACT

Leave your contact details and let people know how to reach you quickly

11. INVESTING

What is your planned budget? What kind of money are you looking for?

10. BUSINESS MODEL

How are you planning to make money? Show a schedule when you expect revenues to pour in

9. COMPETITION

What are the alternative solution the problem your are tying to solve?

8. MARKET

Know, or at least attempt to predict the size of your market

1. INTRODUCTION

Who are you and why are you here? Keep it short and sweet

2. TEAM

Show the people behind the idea and briefly describe the role

3. PROBLEM

What problem are you trying to solve? Is it really a problem?

4. ADVANTAGES

What makes your solution special? How are you different from others

5. SOLUTION

Describe how are you planning to solve the problem

6. PRODUCT

How does your product or service actually work? Show some examples

7. TRACTION

Traction means having measurable set of customers that serves to prove a potential





MCY 2018 Pitch Structure

1	2	3	4	5	6	7	8
TITLE & INTRO	COMPANY TEAM INFO	PRODUCT POSITIONING	VALUE PROPOSITION	COMPETITIVE ADVANTAGE	TARGET MARKET	BUSINESS MODEL	REVENUE PROJECTION
1 slide	1 slide	2 slides	1 slide	1 slide	2 slide	1 slide	1 slide

MCY Pitch Structure



10 minutes



10 slides



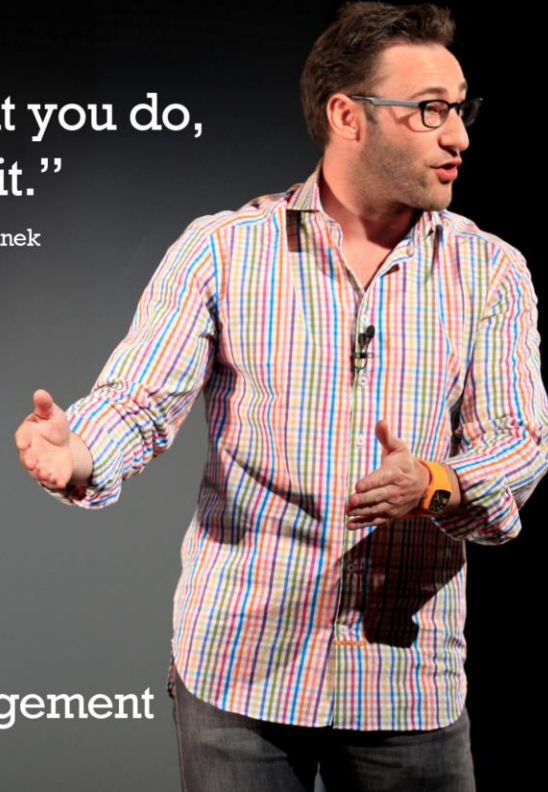
**Feasible product
(based on availability)**



How do you engage your audience?

“People don’t buy what you do,
they buy why you do it.”

Simon Sinek



muse Authentic Engagement

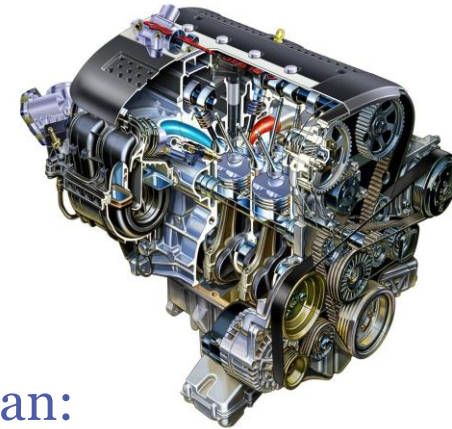
Marketing communication

Always.....



Emphasize on:

“What does it do”



Rather than:

“How does it work”

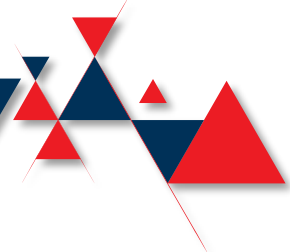
Example Of Elevator Pitch



Let's Analyse



Visual & Verbal Presentation Methodologies



The Science Behind Pitching

You need to touch both sides of the brain- analytical and emotional

60-70%
of information is retained
when it's **told as a story**



7 areas
of brain are activated
by **descriptive tales**



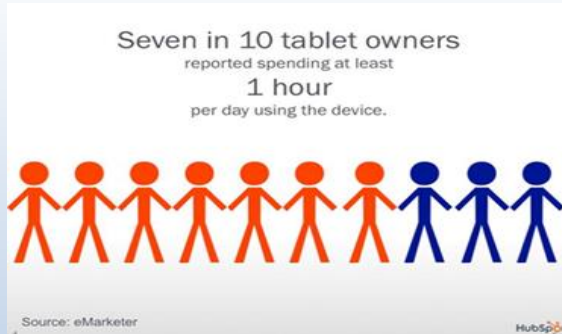
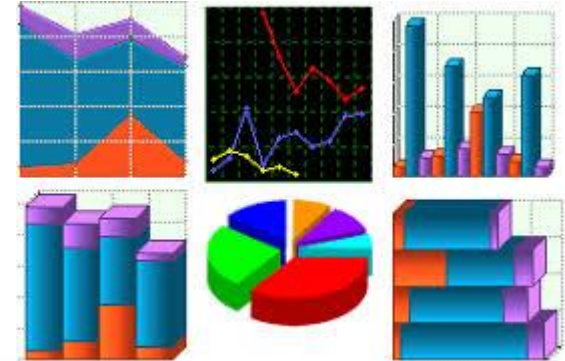
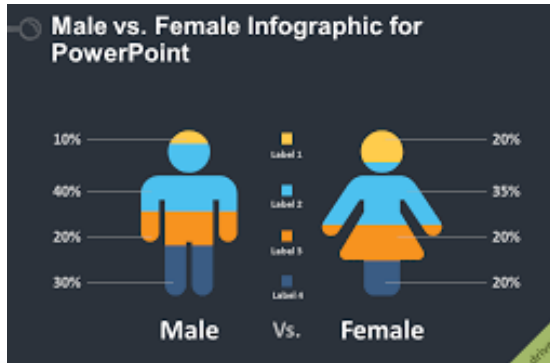
Effective Pitching Tools



- Slides/ Handouts
- Simulation
- Pictures
- Video
- Infographics
- Statistics- Charts, Pictographs

Story

Visuals



Body Language & Hand Movement



Eye Contact



Facial Expression

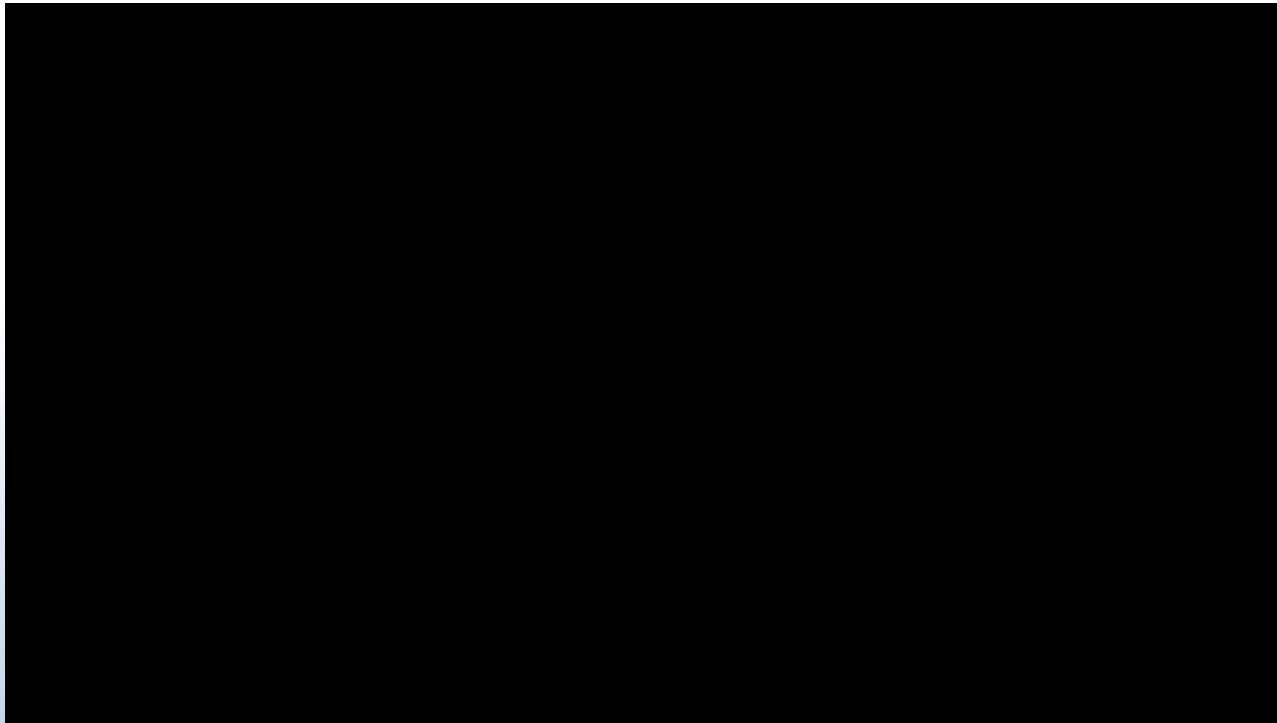


Gestures

- **38% Voice Tonality**
- **55% Body Language**
- **7% Communication**

<https://youtu.be/y4O5szBzIA0>

Let's Analyse



Pitching Techniques



Anxiety Management

- **Anxiety Management**
 - What do you fear most
 - How do you feel when you watch an anxious speaker
- **Technique:**
 1. Greet your anxiety – acknowledge that it is normal
 2. Reframing how you see your speaking position- as a conversation and not as a performance.
 - Start with a question
 3. Be yourself- Bring yourself into the present moment
 4. Practice



TRIPLE P-METHOD

1. Prepare & Practice – Knowing your subject
2. Postures & Physicality
3. Pander your audience



Deliver in Style

- I. Check your equipment
- II. Keep your slides neat and concise
- III. Speak to your audiences
- IV. Don't skip around
- V. Leave humor to the professionals unless you are good at it
- VI. Skip the jargon
- VII. Make it timely
- VIII. Prepare some question
- IX. Dress appropriately



Using Presentation Equipment Effectively



- Laptop, mouse, pointer
- Handouts for the audience
- A printout of your presentation and notes using large fonts (for you)
- A backup copy of the presentation on CD or thumb drive
- A map of the conference room and your layout design
- Evaluation forms
- Contact information for the site's technical support personnel
- Back-up batteries



What creates a bad pitch

- Lack of preparation & practice
- Not knowing your audience
- Lack of focus
- Using monotone
- Too much material/ info
- **Avoid sensitive information**
- Inappropriate visual aids
- Body language that is not suitable



Bad Presentation Habits

1. Don't read from your slides
2. Don't speak too fast
3. Don't lean on the podium
4. Don't talk too loud / too soft
5. Stop fidgeting
6. Don't dress sloppy
7. Don't be too excited
8. Don't look down the whole time
9. Don't forget your speech
10. Slides with too many words



Do's & Don't of power-point presentation

- Use a professionally-designed template to really set your brand apart
- Keep it simple. Use minimal content on each slide to get your point across
- Maintain a cohesive train of thought and message flow
- Use visuals like readable charts and graphics if it enhances the message
- Use color and animation carefully (Only to enhance a specific point)
- Use section divider slides to break up content into memorable chunks
- Setup master slide styles for more efficient use throughout your presentation
- End with a summary slide of your key points and final benefits

Do's & Don't of power-point presentation

- Don't use "Random" for any type of transition or animation element (It's an assault on the eyes when trying to get a point across. Pick something subtle and stick with it)
- Don't use slide transitions between body slides
- Don't use unnecessary text animations or sound effects (They can distract from your point)
- Don't use crazy fonts that no one else will have on their system
- Don't read off of each slide.
- Stick to a consistent color theme for all fonts and elements used throughout
- Don't make your slides too wordy.



Brain doesn't pay attention to
BORING things

Emotionally charged events:

- Laughter
- Joy
- Fear
- Curiosity



Steve Jobs was an extraordinary presenter because he didn't sell products—he sold dreams instead and he inspired the best in all of us

**HE SIMPLY SAID – WOULD'S THINNEST
NOTEBOOK !**

Instead of talking about the specs of the new MacBook air – Easy to **Understand !**

Thinner, lighter and faster !

Rule of 3 = MEMORABLE

Bring Number to life!

LEARN FROM THE EXPERTS

PITCH YOUR INNOVATION

- Be Passionate
- Prepare & practice your pitch
- Start your pitch confidently with an elevator pitch
- Include appropriate images/visuals
- Use the right gestures, body language and voice tone







THANK YOU



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