



Shortest story?

"For sale: baby shoes, never worn"

Communications and Presentations

Richard Brooks

What I intend to cover

Communications

Presentations, judges criteria

Group Exercise

Face to face
Skype, Zoom, Facetime
Telephone,
Letter
Email
Text
Facebook
Twitter
Whatsapp
Other social media/messaging

Listening
Comprehending
Analysing/Evaluating
Summarising (mentally/verbally)
Responding (appropriately)

Who When Why What Where How

Can Do Will Is Should

Positive outcomes

‘Yes and’ rather than ‘Yes but’

Try following a rule of conversation that when questioning a point you respond by starting with “Yes, and...”

Presentations

Presentations

It is not all about Powerpoint:

Prezi

Haiku Deck

Slidedog

Emaze

Preparation

Check the physical location, from front, back, sides

Check audio visual connections and effectiveness

Know your audience

Organise slides to be logical

Variety, pictures more memorable than words

Practice, mirror, video yourself

- Introduce yourself**
- Dress appropriately**
- Sound spontaneous**
- Be enthusiastic**
- Be conversational and interact with audience**
- Be careful about your body language**
- Respect local culture and tradition**

Have an effective introduction-capture the attention
Do not read your slides
Face the audience
Engage with a few individuals
Have an effective conclusion
Use B & W

What we are expecting from your presentations

Richard Brooks

What I intend to cover

Judging criteria

Must haves, essentials

**Your creativity,
and credibility**

Judging Criteria

Idea, Innovation and IP

(Clear and well-understood description of the product or service)

Business Model

(How do you make money? Various elements of the business model are clearly understood)

Team and Teamwork

(Team effort as evidenced during the 4 days of the workshop and has/or identified needed skills, contacts and experience)

Finance

(The financial plan is reasonable, specific funding requirement and potential return on investment are identified)

Presentation

(Quality of slides, utilisation of time & team members, responses)

Must haves, essentials

Present in English
Powerpoint slides in English
Present in 10 minutes
Amount of cash required
% of the Company offered
Potential return on investment
Preparedness for Q & A (10 minutes)

Equity

Investment opportunity

“A amount of cash” for **“B % of the shares”**
(equity) of the company.

A return on investment of **“N” amount of cash** within **5 years** where **N amount of cash** is **X times “A amount of cash”**

Replace bold items with your numbers

**Your creativity,
The problem, your solution**

**why you and your solution
Market analysis must explain
business model and how cash will
be generated**

and your credibility

Technology experience

Commercial experience and if little commercial experience how you will address that

Stand out from the crowd



Problem



•Friday, September 30, 11

Stanlow Oil refinery in UK. Chemical synthesis is an capital intensive and inflexible process, requiring large facilities to produce a single specialized compound.

Solution



Friday, September 30, 11

ABEC 50 Liter bioreactor. In comparison, biosynthesis can allow facilities to be used for the production of a variety of compounds, simply by swapping the organism being grown within the bioreactor.

Succinct communication to engage

Spend 15 minutes working on initial slides and introduction (elevator pitch of maximum 10 words) for your project.

The objective is to capture an audience of investors attention.

Please nominate 1 person to present

Logos, can you spot the letters in the logo?



CROWSHALL VETERINARY SERVICES LLP

Poultry Consultancy and Diagnostic Services

Logos, can you spot the hidden images
in the logo?



Effective written communications.
Where to go for further information
The wisdom of Jon Moon

http://www.jmoon.co.uk/wit_at_work.cfm

Thank you

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