Creating Your Proposal

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Once upon a time, there was a widowed fish named Marlin who was extremely protective of his only son, Nemo.

Every day, Marlin warned Nemo of the ocean's dangers and implored him not to swim far away.

One day, in an act of defiance, Nemo ignores his father's warnings and swims into the open water.

Because of that, he is captured by a diver and ends up as a pet in the fish tank of a dentist in Sydney.

Because of that, Marlin sets off on a journey to recover Nemo, enlisting the help of other sea creatures along the way.

Until finally, Marlin and Nemo find each other, reunite, and learn that love depends on trust.
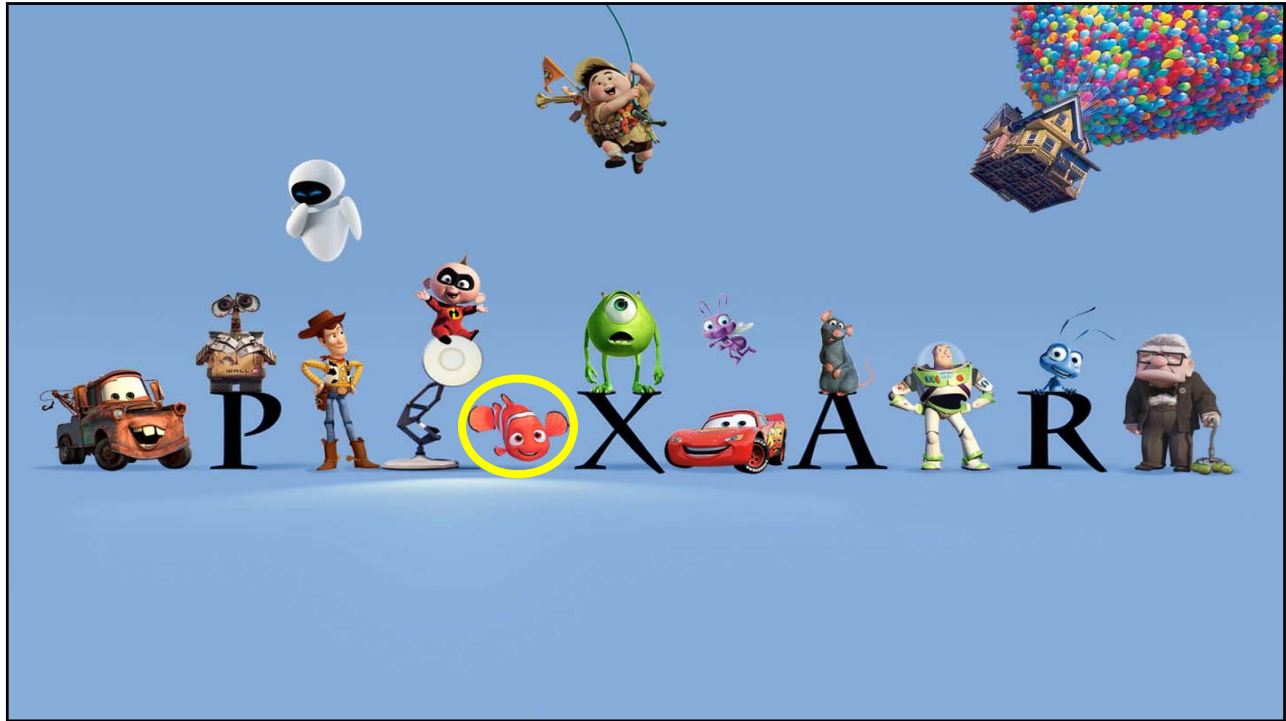
Every Pixar film can be told with a common storyline

Once upon a time, _____.

Every day, _____.

One day, _____.

Because of that, _____.

Because of that, _____.

Until finally, _____.

Source: Emma Coats, former Pixar Story Artist, *Pixar Story Rules* (one version), http://bit.ly/pixarstoryrules

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The OncoChip Story - Before

Oncochip is a new microfluidic chip to help physicians detect the early onset of cancer in patients through a novel technique to isolate tumor cells from normal cells. This is accomplished through a new synthetic virus developed by [a leading physician and researcher]. This virus causes tumor cells to produce a marker that is not found on normal cells. After incubation with the virus, blood containing both normal and tumor cells can run through the microfluidic chip. Tumor cells expressing the marker will adhere to the chip, while all other cells will flow out. The tumor cells can then be removed from the chip and counted via fluorescence imaging. This allows clinicians to detect tumor cells in a patient with a higher selectivity and sensitivity than any currently available product.

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The OncoChip Story – *Pixar'd*

Once upon a time, there was a deadly disease that was taking the lives of millions of people annually.

Every day, people would be diagnosed for the disease, but due to the delay in diagnosis the most likely outcome was death.

One day, the team at OncoChip produced a non-invasive lung cancer screening tool to detect the disease at its earliest stage.

Because of that, people were diagnosed for lung cancer before the disease had fully developed.

Because of that, these patients were able to receive the necessary treatment to cause remission of the tumor.

Until finally, lung cancer was a disease no longer associated with death.

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What happened?

Before	After
▸ Technology-centric	▸ Customer-centric
▸ Tell us the process	▸ Tell us the story
▸ Jargon	▸ Clear, concise, cogent, relatable
▸ Novel technology	▸ Big opportunity, big impact!

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Great presentations accomplish three things

Great presentations
1) Tell a **<u>simple</u>** story

These people have this problem that costs them this much. This is how big a problem it is.

We have this thing that solves the problem in this way. Others can't do this because we have this special sauce.

If we get these resources, here's what we're going to do to make this happen and generate these outcomes.

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Great presentations
2) Ask & answer the seven deadly questions

Who?   What?   Why? (x 5)

Where?   When?

How?   How Much?

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Great presentations
3) Assume that your audience knows…

Y-Prize 5-slide deck (PDF) & video → **an integrated story**

What <u>they</u> ask for	What <u>we</u> want/want to know

1. Market opportunity	1. Clear, compelling, unique application of the technology
	  ▸ Product-Market Fit = Customer + Value Proposition
	  ▸ Addressable (and sizeable) market

2. Technology
(boo! Product – yeah!)
	2. Sustainable competitive advantage
	  ▸ Day-in-the-customer-life or experience (before, after)
	  ▸ Penn IP advantage

3. Team	3. Passionate, experienced, successful, driven team
	  ▸ Who we have
	  ▸ Who we need/will need

4. Execution Plan	4. Methodical plan to create and capture value
	  ▸ Development plan (product and venture)
	  ▸ Steps to commercialization: resources, activities, milestones, timeline

See the judging rubric on yprize.upenn.edu site.

Delivered as an integrated and compelling story

Avisi Technologies (f.k.a. Visiplate) Y-Prize 2017 winners

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Top 10 ways to improve your presentations

1. Open with something compelling
2. Tell a story
3. Make it real
4. Balance text & graphics
5. Be specific to your brand, company, situation

6. Deliver key takeaways
7. Complement and reinforce talking points with slide content (and vice versa)
8. Simplify
9. Humanize it
10. Close with an ask

BONUS TIP from Avisi: why you are the best team to execute your plan

Never lose sight of the forest (story) for the trees (slides)!

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Good luck in the Y-Prize competition!

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