2022 Y-Prize - Creating a Successful Pitch

Crafting a Successful Pitch (for Y-Prize)

Jeffrey Babin, jbabin@upenn.edu
Penn Engineering Entrepreneurship

Opening
Content
Closing

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 Avis: why you are the best team to execute your plan
Never lose sight of the forest (story) for the trees (slides)

January 19, 2022
Copyright 2022 Jeffrey Babin, Penn Engineering.
Opening

Content

Closing

Opening

Content

Closing
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,** _________________________________.


**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.
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.

---

**What happened?**

### Before
- Technology-centric
- Tell us the process
- Jargon
- Novel technology

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.

### After
- Customer-centric
- Tell us the story
- Clear, concise, cogent, relatable
- Major impact!

*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.
Great presentations accomplish three things
Great presentations

1) Tell a **simple** story

1. Set the stage
2. Introduce dramatic conflict
3. Reach resolution

*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.*

---

Great presentations

2) **Answer** the seven deadly questions

- Who
- What
- Why (x 5)
- Where
- When
- How
- How Much

Do NOT ask them in your presentation (it undermines your credibility, objectives)
Great presentations
3) Assume that your audience knows...

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

<table>
<thead>
<tr>
<th>What they ask for</th>
<th>What we want/want to know</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Market opportunity</td>
<td>1. Clear, compelling, unique application of the technology</td>
</tr>
<tr>
<td>2. Technology (boo! Product – yeah!)</td>
<td>2. Sustainable competitive advantage</td>
</tr>
<tr>
<td>3. Team</td>
<td>3. Passionate, experienced, successful, driven team</td>
</tr>
<tr>
<td>4. Execution Plan</td>
<td>4. Methodical plan to create and capture value</td>
</tr>
</tbody>
</table>

Delivered as an integrated and compelling story

Storyboard your pitch in a linear set of panels that communicates your story:

- **Title** slide sets the tone 
  [logo & style elements] Team members w/ contact info Mission/tagline
- The **opportunity/problem** opens the presentation & sets the stage
- Introduce your **solution** to the problem to capitalize on the opportunity
- Tell us how your **offering** uniquely incorporates Penn technology
- Introduce the **team** (and directors, advisors) that will make it happen
- Provide a clear sense of what the team will do to bring your solution to life
- Have a real **ending** that reinforces your compelling story and asks for the **prize**!
  Contact info
Avisi Technologies (f.k.a. Visiplate) Y-Prize 2017 winners
(2018 President’s Innovation Prize winners)

METAL LIGHT

Y-Prize 2020 winners

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)!
Penn’s Common Pitch Template

When you make it to the finals!

Integrate elements into your story

- Title Slide
- The Opportunity/Problem
- Your Solution
- Market
- Customers
- Product or Service
- Competition
- Go-to-market Plan
- Business Model
- Team
- Current status
- Closing slide

- These are elements, not titles
- Rearrange to improve flow (but beware)
- Transition from one to the next
- Be aware of standalone v. delivered in-person
Tell your story in the Y-Prize competition!

Jeffrey Babin, jbabin@upenn.edu