



University of Nottingham
UK | CHINA | MALAYSIA

Haydn Green Institute
for Innovation and
Entrepreneurship

**Ingenuity
18**


Evening Class

Session #5

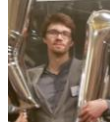


Ingenuity 18


Tonight's Training Team




David Park



François Seys
YES Winner



Tracey
Hassall-Jones




University of Nottingham
UK | CHINA | MALAYSIA

Haydn Green Institute
for Innovation and
Entrepreneurship

**Ingenuity
18**

**Tonight's
Content**



Ingenuity 18

What's coming up tonight . . .

- Tips for Pitching & Networking
- Guest Entrepreneur #5
(Successful Pitching in a Team)
- Q&A

Ingenuity 18

Myths about Entrepreneurs #5

***"Entrepreneurs can
see the future"***



University of Nottingham
UK | CHINA | MALAYSIA

Haydn Green Institute
for Innovation and
Entrepreneurship

**Ingenuity
18**

**Pitching
&
Networking**




Ingenuity 18

Why do we have pitches?

Ingenuity 18

The Panel



You

Ingenuity 18

Why do we *really* have Presentations?

- To assess how effective you are at verbal communication
- To measure your understanding in more depth (under questioning)
- To assess your performance under pressure
- Because it's a great way of filtering teams & ideas!

University of Nottingham
UK | CHINA | MALAYSIA

Haydn Green Institute for Innovation and Entrepreneurship

Ingenuity 18

Guest Entrepreneur #5

François Seys



Ingenuity 18

Environment YES Winners - 2017

- Rhona Savin
- François Seys
- Sarah Farthing
- Bunmi Omorotionmwan



University of Nottingham
UK | CHINA | MALAYSIA

Haydn Green Institute for Innovation and Entrepreneurship

Ingenuity 18

Guest Entrepreneur #5

François Seys





Ingenuity 18 Master the basic information

- Who are you pitching to?
- Why?
- What context?
- What time? Location? Duration? Format?
- Keep checking back to these as you prepare!

Ingenuity 18 Are you sitting comfortably . . .

- Humans like stories – become a great story teller
- The step-up and the first 15 seconds matter most; then it's the end bit
- Practice and refine the start and end of your pitch until they are perfect
- Investors *want* to be convinced

Ingenuity 18 Preparation is Critical

- Is there any information to read and assimilate in advance?
- How long have you got?
- Sitting down? Lecture style? PowerPoint?
- What are the audience looking for?

Ingenuity 18 The Questions

- Often a key differentiator
- You *can* predict some of the obvious questions
- You should also plan for the unexpected ones
- You must have a strategy for who will answer (if in a group)

Ingenuity 18 Simplify!!!

- Check the time it takes
- Please don't rush / try to fit too much in
- Simplify your message(s)
- Remove any fancy words
- Halve the content ...

Practice, evolve, practice, ...

Ingenuity 18 **Polishing & refining**

- Once you have a first version prepared:
 - Check back against the assessment criteria
 - Are you covering everything off effectively?
- Try it on someone who has not heard it before
- Check what *they* took from it
- Is this what you wanted them to understand / hear / take away?
- Do the slides / props effectively support?

Ingenuity 18 **Your posture and voice**

- Find your style – be natural
- However, do think about
 - Body posture
 - Eye contact, smiling
 - Choosing the speaking voice you use
- Identify things that will cause you problems under stress and mitigate

Ingenuity 18 **Clothes**

- You need to be comfortable but appropriately smart
- Don't go overboard, but don't ignore how you look
- Think about sitting down, standing up & moving
- Sharp lines look more defined
- Avoid jarring colours or strong scents

Ingenuity 18 **Additional issues for Groups**

- How many speaking?
- What order?
- Agree how you are going to manage this
- Acting professionally throughout
(We can still see you, even if you're not speaking!)

Ingenuity 18 **Effective communication is a key skill**

- Securing investment
- Attracting employees
- Obtaining a pay rise or bonus
- Nailing a follow-up meeting
- Ensuring 'political' engagement / support
- Managing teams (people, external suppliers, partners, etc)
- Persuading your "better half" / children to [relocate / let you take a chance / . . .]
- Networking ...

Ingenuity 18 **Have some key info prepared**

- Who are you and what are you trying to do?
(2 sentences)
- What are you looking for / interested in?
(1 or 2 sentences)
- Ideally you've also prepped a "work" email address, "work" phone number, etc.
- Practice speaking slowly *and listening*
- Remember to ask open questions back

