

FACULTY SUCCESS SEMINARS



University
of Idaho

*Please keep your microphone
muted until the Q&A session*

HOW TO DEVELOP AND DELIVER AN EFFECTIVE PITCH

RESEARCH AND FACULTY DEVELOPMENT FACULTY SUCCESS SEMINAR SERIES

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Please note that this session is being recorded

WHEN DO RESEARCHERS PITCH?

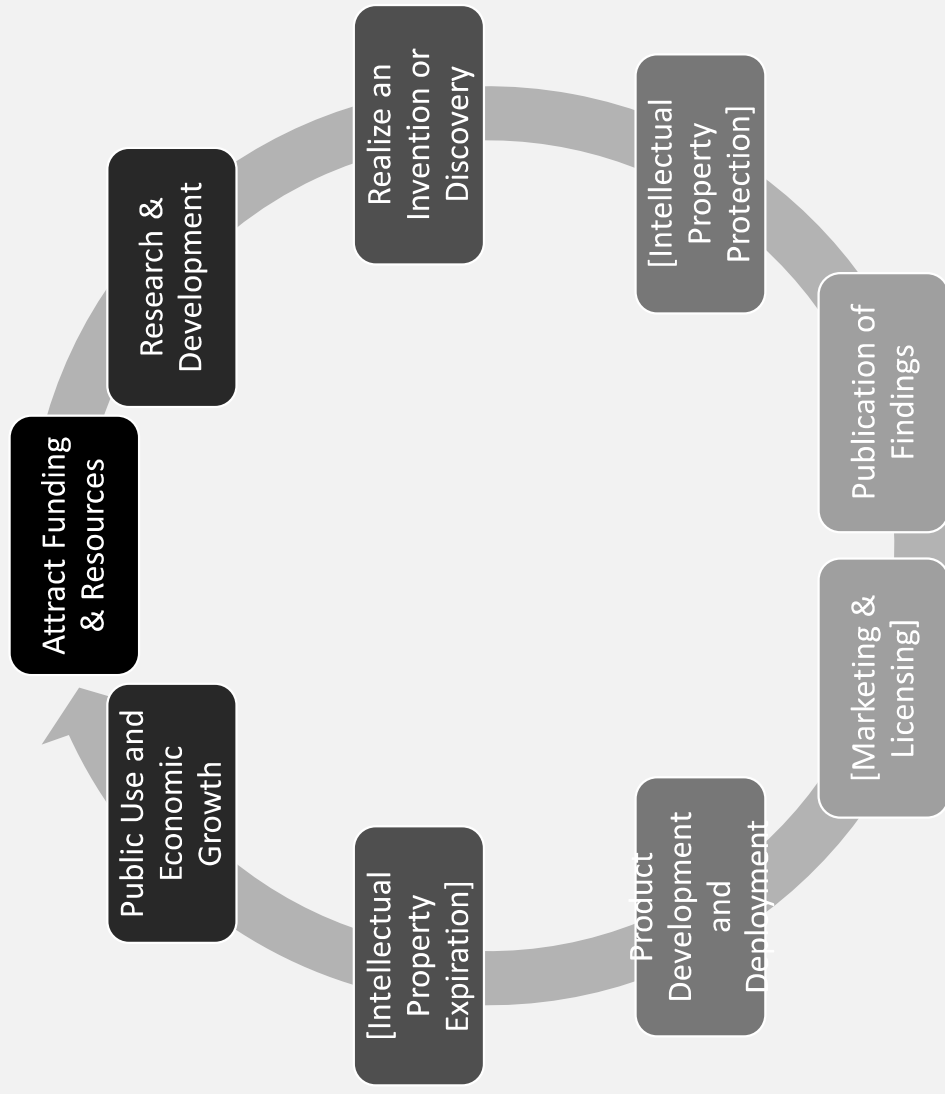


I *Conference & professional interactions*

I *Attract talented research assistants*

I *Pre-proposals to agency Program Managers for research grants*

I *Presentations to attract companies to collaborate*



SIMON SINEK'S GOLDEN CIRCLE

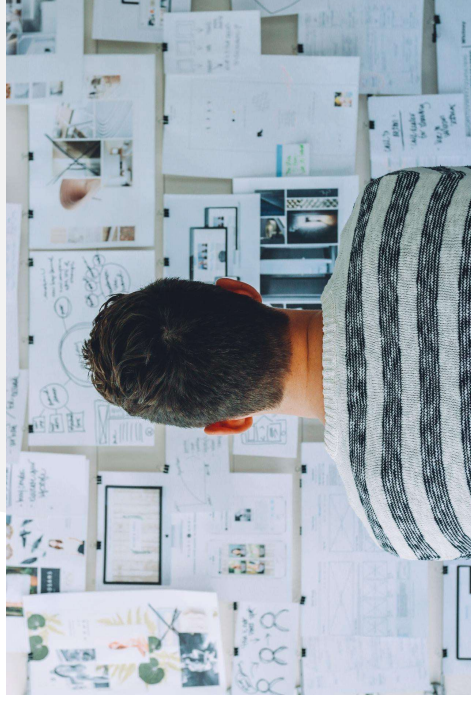


REFLECT ON THESE QUESTIONS



I *What part of the problem are you trying to solve?*

I *What value do you deliver to the affected group?*



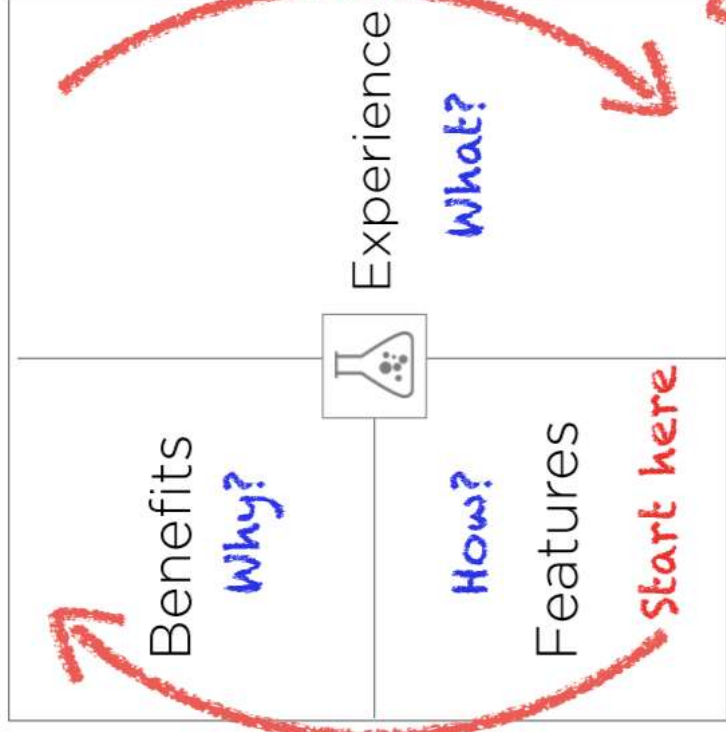
I *What are the costs/ revenues associated with your solution?*

I *How will you sustain your solution?*

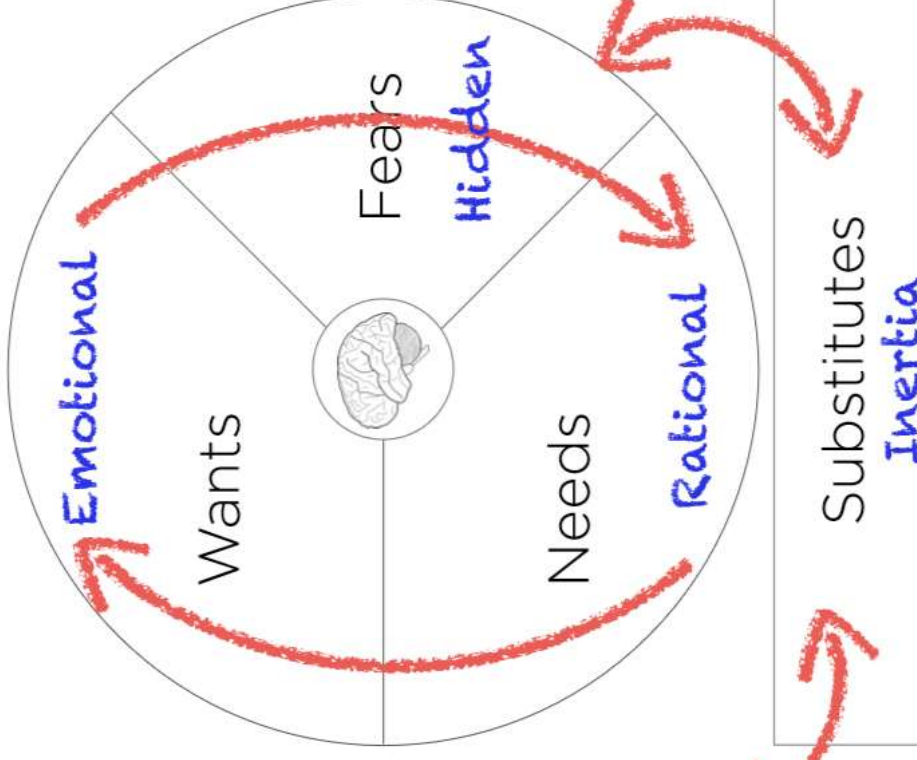
Value Proposition Canvas



Product



Customer



THE BUILDING BLOCKS OF A PITCH DECK I

- I The building blocks of a pitch deck are following slides that break down the **story** of your venture into discrete, digestible chunks.
- I Each slide highlights a different aspect of the venture and furthers the **plot** of the pitch – no one likes a story without a plot!
- I **These are the essential building blocks of the story:**

1. Overview

2. Opportunity

3. Problem

4. Solution

5. Traction

6. Customer or Market

7. Competition

8. Business Model

9. Team

10. Use of Funds

VALUE PROPOSITION EXPLAINED



I A value proposition is a promise of value to be delivered. It's a marketing statement summarizing the primary reason why a prospective consumer should buy your product or use your service.

I Your value proposition is a clear statement that:

1. explains how your product solves customers' problems or improves their situation (relevancy);
2. delivers specific benefits (quantified value);
3. tells the ideal customer why they should buy from you and not from the competition (unique differentiation); and
4. convinces a potential consumer that our product or service will add more value or better solve a problem than other similar offerings.



WHAT MAKES AN EFFECTIVE PITCH?

I

1. The Pain Statement: 4. Who is already doing it?

- What's the problem you are solving?
- Competition and Industry

2. Who has the Pain? 5. Call to Action: What is your Ask?

- Who is your target market?

3. Can you “ease his pain”?

- What is your solution?
- What do you need? Every pitch has to include an “ask” .

IP PERSPECTIVE AND ENABLING DISCLOSURES



- *Premature disclosure of confidential information may hurt the future trajectory of your research.*
- *“Enabling disclosure” requirement of the patent application;*
 - *“Prior Art” references control.*
- *Preparing a non-confidential pitch can alleviate concerns.*

ADDITIONAL RESOURCES



- 1. Large collection of pitch decks from existing start-ups:**
 - <https://starthouse.xyz/?ref=hn>
- 2. Steve Blank's website, including free resources for Lean Launchpad methodology:**
 - <https://steveblank.com/tools-and-blogs-for-entrepreneurs/>
- 3. Guide from Duke University on crafting a pitch:**
 - <https://versatilehumanists.duke.edu/2018/10/23/crafting-an-academic-elevator-speech-that-stands-out/>
- 4. Learn more from the ASCEND Hub commercialization webinar series:**
 - http://ascendhub.org/index.php?option=com_content&view=article&id=224&Itemid=784

THANK YOU FOR COMING!

QUESTIONS?





FACULTY SUCCESS SEMINARS



FALL 2020

- Sept. 9** NSF Research Traineeship (NRT) Program: Tips for Writing a Competitive Proposal
- Sept. 23** NSF CAREER All Year: Getting Ready to Apply
- Sept. 30** NSF EPSCoR RII Track-2: Tips for Writing a Competitive Proposal
- Oct. 7** Find Funding Opportunities: Introduction to Pivot
- Oct. 21** NSF CAREER All Year: Getting Started on Your Proposal
- Nov. 4** UPDATE: Mountain West Clinical and Translational Research-Infrastructure Network (MW CTR-IN) Funding Opportunities
- Nov. 18** Myth-busting Department of Defense Funding Opportunities
- Dec. 2** M. J. Murdock Trust's Commercialization Initiation Program: Tips for Writing a Competitive Proposal

SPRING 2021

- Jan. 13** Find Funding Opportunities: Introduction to Pivot
- Jan. 27** Funding Research and Scholarly Work in the Humanities
- Feb. 3** Idaho is an EPSCoR State - What This Means for Supporting Your Research
- Feb. 17** How to Develop and Deliver an Effective Pitch
- Mar. 3** Assessing Your Grant Readiness
- Mar. 24** Early Career Faculty Research - Grant Programs
- Apr. 7** USDA NIFA AFRI: Tips for Getting Started with Your Next Proposal
- Apr. 14** Developing Data Management Plans - Best Practices and Resources
- Apr. 28** Equipment Grant Programs: An Overview

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WE GUIDE THE DEVELOPMENT OF COMPETITIVE EXTERNAL GRANT PROPOSALS

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