

Presenter's Brief



Aim of the Event

Discovery^{Lab} offers lively, interactive events that bring investors, business experts and researchers together around a table to discuss and evaluate new ventures and opportunities for growth.

Format

The event features a series of private meetings between teams who pitch their plan and a panel of supportive business experts and investors, some of whom are in the room, while others connect remotely or will access the shared business plan summaries and slide decks. The events are professional while being friendly and informal, with advisors volunteering a day or two of their time to advise several teams. A reception, food and drink are included, as is time to network. Business attire is typical.

Suggestions for presenters

1. Presenters are asked to give the organizers their business plan summary (1 or 2 pages) a week before and their slide-deck the day before the event. This way we can ensure technical compatibility and line up the talks to minimize any downtime.
2. Feel free to bring your own Flash drive or computer with cable and adapter.
3. Arrive about 10 minutes early to get oriented. You'll be given a debrief and evaluation after your pitch.
4. Stay on time (maximum of 10 minutes for a full presentation, or 2 minutes for an elevator pitch) to ensure there is enough time for Q&A.
5. Say a few words of background about yourself to start out the presentation.
6. Focus on the business plan, not technical or proprietary detail (which you can cover in follow up meetings if desired). Show how this presented a unique and timely opportunity for scalable growth, investment and/or partnering.
7. Turn complexity and jargon into plain English. Use accessible pictures or videos. Avoid technical terms and abstraction. Instead, give specific examples, numbers and explain.
8. Be passionate. Present potential risks as well as plans and successes. Show confidence and ambition.
9. Don't be boastful or flaunt your ego.
10. Engage with your team and panel, listening carefully and taking constructive criticism.
11. Don't read your talk. Notes are ok. Rehearse beforehand to get the timing, clarity and impact right.

Slide guidance

1. A graphic image or video communicates better than text. Avoid crowded collages.
2. Text is not needed. Spoken words communicate more effectively. If text is used, a few lines should suffice. Avoid slides which consist of only a headline and list of bullet-points.
3. Show several slides which each present a single idea, graph, image or data type, and form a progression, e.g. from challenge, opportunity, discovery, reality check, to future plan.
4. Use no more than 1 slide per minute.
5. Keep a clear surrounding margin around text for increased legibility.
6. Sans-serif fonts (e.g. Helvetica) are easier to read at a distance than serif fonts (e.g. Times).
7. Use a simple background.
8. Use high-resolution images that are from your work, are licensed, or else attribute the source.
9. For data graphs or charts, use a text font size that can be read from the back of a board room, including labels on x- and y-axes and data points.