



# SCIENCE Innovation Hub

Pitch training

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# Agenda



- 13:30 Check-in [**exercise**]
- 13:35 NABC – Introduction to a pitch model [**instruction**]
- 13:45 Pitch technique – Preparation [**exercise**]
- 13:50 Pitch technique – Introduction to planning your pitch [**instruction**]
- 13:55 Final words [**instruction**]
- 14:00

# Check-in Exercise



## Check-in Exercise



1. Find another person, not in your group and...
  - Find one example or explanation of what a pitch can be?
  - You have one minute.



# Introduction



- What is a presentation?
  1. The act of presenting
  2. Something offered or given

Source: <https://www.merriam-webster.com/dictionary/presentation>



## Introduction



- Why should we learn how to pitch?

Effective dissemination: You are pitching to convince the listeners to engage in your concept/your idea, since you need skills, knowledge, funding to move forward.

Concept development: You are testing your concept with users or customers. The listeners feedback will provide valuable insight into strengths and weaknesses that you can integrate in your next iteration of your product or service. Rinse – repeat.

# NABC model, pitch technique and arguments



- NABC model

A template to structure the content – Focus is on the need and value creation for the users or customers. Need, Approach, Benefit & Competition. (Source: Innovation : The Five Disciplines for Creating What Customers Want (2013), Curtis R. Carlson, William W. Wilmot)



- ACTION framework

A template to construct your presentation – A checklist to a non-boring and effective pitch. (Source: The Art of the Pitch: Persuasion and presentation skills that win business (2012). Peter Coughter)

Anything missing?

# NABC model, pitch technique and arguments



1. It is a conversation, you are only the one doing most of the talking
2. Be yourself – all others are already taken
3. Tell stories
4. Know your stuff
5. Relax and create relationships
6. Teamwork is important
7. Make it personal – emotions
8. You need to know who you are presenting to
9. Don't be afraid
10. Practice, practice, practice
11. Remember WHY you are pitching

(Source: The Art of the Pitch: Persuasion and presentation skills that win business (2012). Peter Coughter. Adapted.)

An introduction to pitching, verbal and non-verbal communication:  
<https://www.youtube.com/watch?v=JyYPQmRBn0Q>

About argument technique:  
<https://dansksiderne.dk/index.php?id=2979>



**Need:** What is the most important user or market need?

Consider: Who needs my product? Are they even aware of their need? How would they describe their need themselves? How big is their need?

**Approach:** What is our unique idea and way to solve the problem? Describe the core idea.

Consider: What is our solution about? What is special about this solution? How does it fulfill the users' need?

**Benefit:** What does the user gain from your solution? Describe the effect.

Consider: What are the actual advantages of your solution? Be as tangible and quantitative as possible. Does the solution save the user time or money?

**Competition:** How does your idea differ from what competitors offer?

Consider: Who are your competitors? Do the user know your competitors? What are the alternatives to your solution (what do the user usually do?) Why is your solution better?



- You have 3 minutes individually to complete the NABC template!
- The key to success = keep it short!
- Remember, others besides yourself, must be able to understand your content, so make stories, like you would sitting next to a good friend enjoying a cup of coffee or a drink.

# Pitch Technique



- ACTION framework:

A ttention

C apsule

T heme

I nformation

O pen to Listen

N ext steps

# Pitch Criteria



**Sustainability:** To what extent does the solution help create sustainable change?

**Height of innovation:** To what extent has the group created a creative and innovative solution in relation to what already exists?

**Creating Value:** To what extent is value created for the target group of the problem?



**Feasibility:** Is the implementation of the solution realistic? How likely is it that the solution will exist within a year?

**Communication & Pitch:** Is the presentation well-articulated and precise? Does it convey the essence of the solution?



**Attention:** The great pitch – starts well. Find a way to avoid clichés like “thank you for inviting me...” or “what I would like to tell you is...” and start instead with something original, something provocative – in news it is often referred to as the bate and hook.

**Information:** Almost obvious. What is it you want to present? What data, what analysis, what solutions etc. What information is important to have a successful presentation?

**Capsule:** Condense your full presentation and message into one short sentence – a small impactful capsule. Can you describe your NABC in a tweet, meaning 280 characters? And what about the goal of the pitch? It will make you get to the core message in the pitch.

**Open to Listen:** Remember, when you are presenting, try to be aware your listeners. Does it appear like your message is being understood? Do they react as you had expected? It is not easy to always decode, but it IS about them, not you actually.

**Theme:** What will be the theme of your presentation? If there isn't a theme, your presentation will appear messy and your theme can be a way to differentiate yourself from your competition. Use your theme description to check ideas whether they fit into the pitch or not.

**Next steps:** Why are you presenting? What is the purpose – specifically? Describe what you want the listeners “to do”, but also what will make them do this?



**1: Pitch:** Build a short cohesive story, ensuring that you know the purpose of the pitch (capsule) and the content (NABC). Consider the advice of the ACTION framework and then relax and enjoy that you will soon have the listeners full attention for some minutes. We are full of positive expectations!

**2:**

**3:**

**4:**

**5:**

**6:**

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**Next steps:** Why are you presenting? What is the purpose – specifically? Describe what you want the listeners “to do”, but also what will make them do this?

# Regrouping



- 5 minutes pitch for Sunday 20th 10:00 AM
- Remember to practice, practice and practice!
- Format is 5 minutes pitch w/o PowerPoint slides, but probs, whiteboards, drawings on paper etc. is OK (presentations must be sent to [info@actory.dk](mailto:info@actory.dk) Saturday at 21:00)
- After the pitch, there will be only time for TWO questions
- Perhaps agree, who answers questions or topics you cover