



# Empreendedorismo em Ciências

CLASS # 7  
SCIENCE COMMUNICATION  
AND PITCHING  
2020/2021

# SOME INSPIRATION BEFORE WE START

S O U L P A N C A K E



# CONTENTS OF TODAY'S CLASS



Here's what we are going to explore in today's class:

1. Science Communication
2. Hacking a good presentation
3. Pitch Canvas & Structure of the I2B presentations



SCIENCE  
COMMUNICATION

# SCIENCE COMMUNICATION

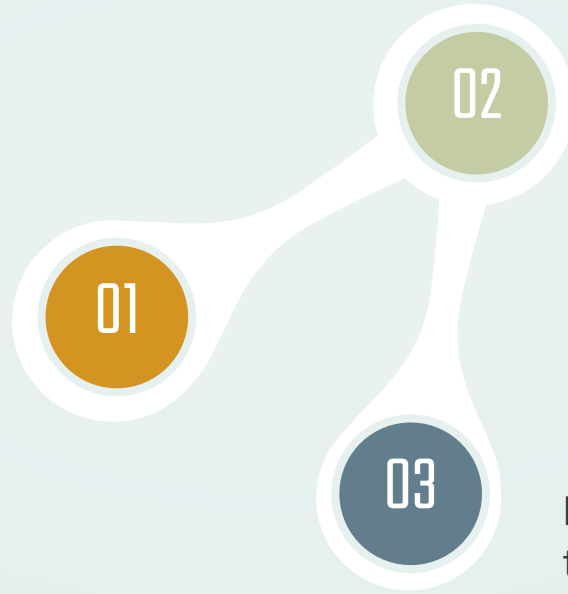
“Science is an essential tool for a democracy in an age of change. Our task is not just to train more scientists but also to deepen public understanding of science”

**Carl Sagan, Scientist**



# IMPORTANCE OF SCIENCE COMMUNICATION

Science has changed and will continue to change the world as we know it



Science helps us understand the world that surrounds us

It's a duty to explain to taxpayers what their money is being invested in

# HOW TO COMMUNICATE SCIENCE



SCIENCE COMMUNICATION  
QUIZ





# HACKING A GOOD PRESENTATION



# HACKING A GOOD PRESENTATION

01

STORYTELLING

02

BODY  
LANGUAGE

03

PRESENTATION

# HACKING A GOOD PRESENTATION

01

STORYTELLING



STORYTELLING

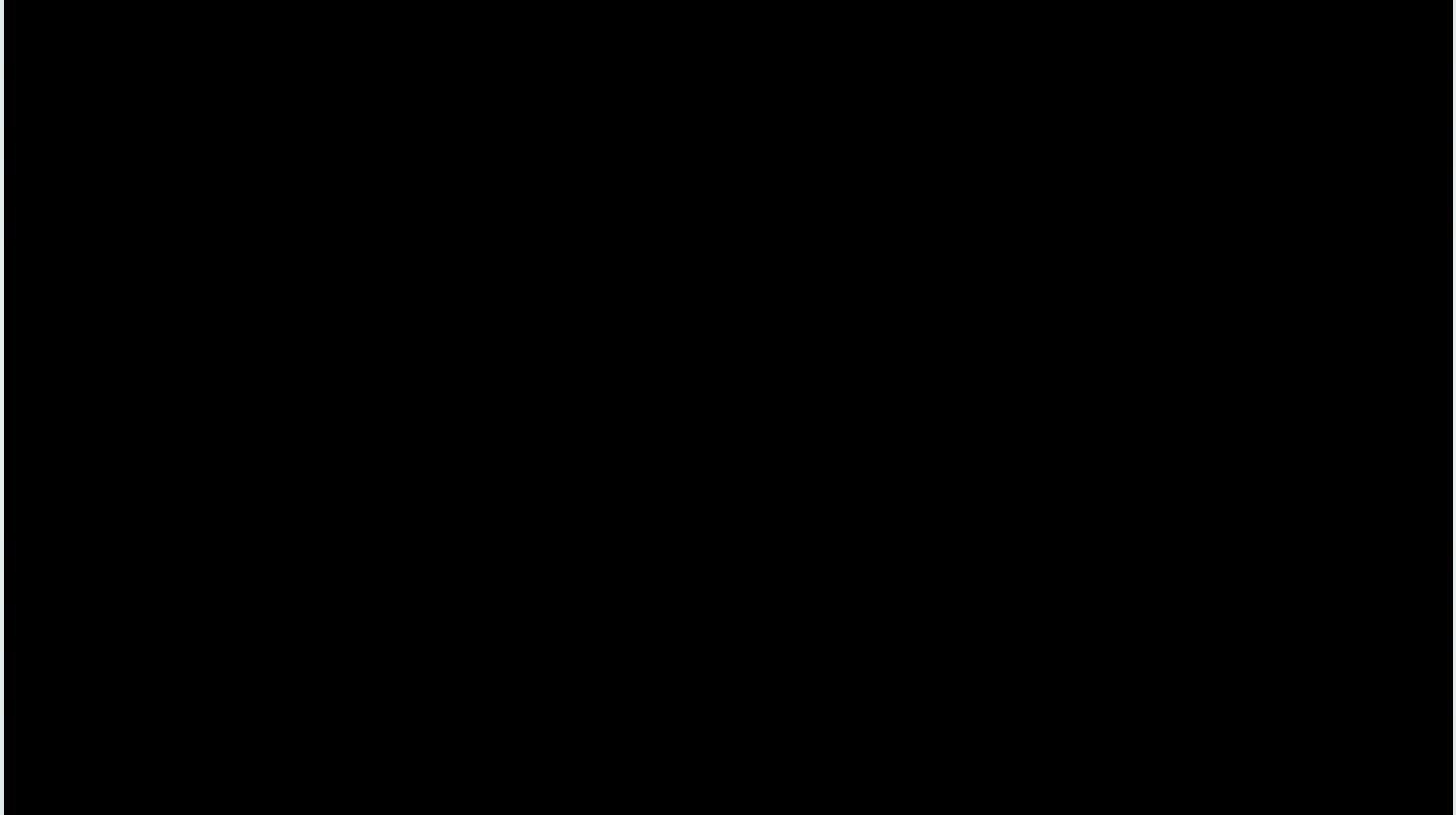
# STORYTELLING

“It is an enormously powerful means of communication. With good storytelling you end up both arousing and fulfilling at the same time, which allows you to sustain interest over much larger amounts of material.”

**Randy Olson, “Don’t be such a scientist”**



# STORYTELLING





# MORE STORYTELLING STRATEGIES

01

## Understand your audience

Make sure you find a common ground with the people with whom you are presenting. Common ground creates empathy

02

## Know your message

Be sure to understand what are you trying to convey to the audience and how your story relates to the action you want them to take

03

## Ensure story structure

Be sure to have a beginning (impactful), a middle (contrast or conflict) and an end (resolution or key takeaways)





# MORE STORYTELLING STRATEGIES

04


## Be authentic

If the audience can relate to the real-life story you are telling you are building trust and connection

05

## Use a conversational tone

Use a conversational tone and common words to help your audience relate to you as a person





# HACKING A GOOD PRESENTATION

01

STORYTELLING

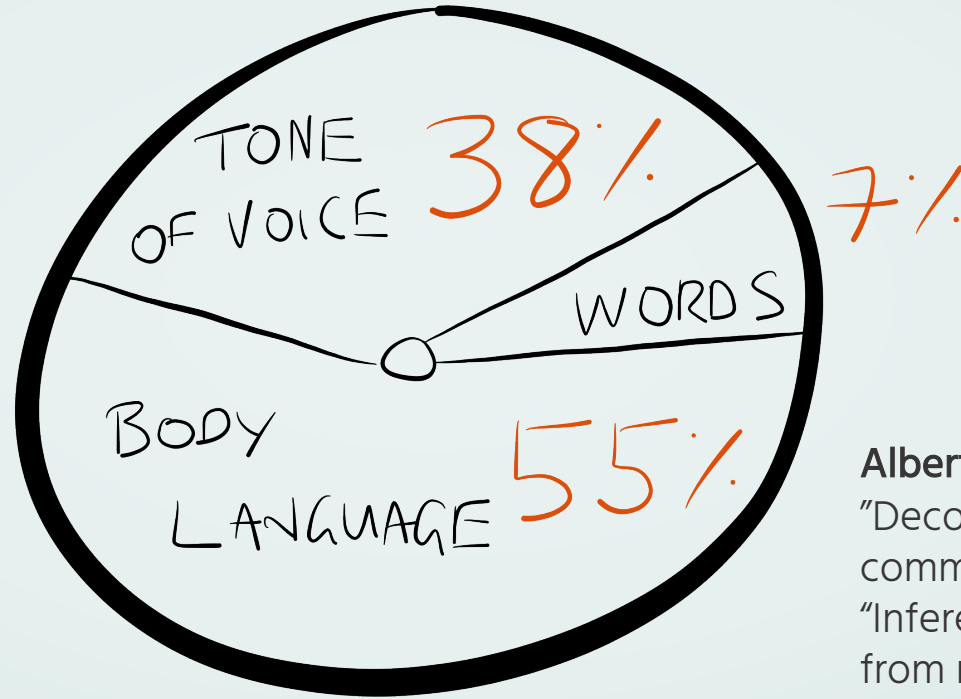
02

BODY  
LANGUAGE



# Body Language

# BODY LANGUAGE



**Albert Mehrabian**  
"Decoding of inconsistent communications" and  
"Inference of attitudes from nonverbal communication in two channels"



# BODY LANGUAGE

01

Open your chest and have  
your back straight

Make sure to transmit  
confidence and positivity

02

Gesture with your arms  
and hands

You have them so might as well  
use them. It's better to use  
them than to put them in  
pockets, for example

03

Look your audience in the eye and  
connect with them

Be aware that you are talking  
with and not for someone and  
find ways to present while  
connect with them





# BODY LANGUAGE

04

**Smile, it's your most  
powerful weapon**

Smile and empathy are key connect signs to connect to those listening to you

05

**Avoid turning your back  
to the audience**

It's rude and it will send a message of lack of confidence and disrespect



# HACKING A GOOD PRESENTATION

01

STORYTELLING

02

BODY  
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PRESENTATION



# PREPARE YOUR PRESENTATION

01

## Pay attention to design

Whether you use PowerPoint, Keynote, Prezi or other be sure to pay attention to design, follow a simple template and look for coherence in colors, type of letter and others details

02

## Transition & animation

Pay attention to the madness of a lot of animations and transitions because they can be very distracting

03

## Make it visual

Try to make use of visual metaphors, analogies and anchors





# PREPARE YOUR PRESENTATION

04

## Avoid too much data

Avoid slides with too much data, charts, text. Follow the rule of one idea per slide

05

## A means to an end

Be aware that a presentation is complementary to what you are presenting and not your script so use like a summary of the main ideas you want to convey

06

## Technical aspects

Know the location where you'll be presenting and try to anticipate and test any technical or physical limitations







# PREPARE YOUR PRESENTATION

06


## The Grandma test

Test and rehearse as much as you can, individually and in group. Test the presentation in front of a mirror and in front of your Grandma too. Did she understand everything? So you're good to go!

07

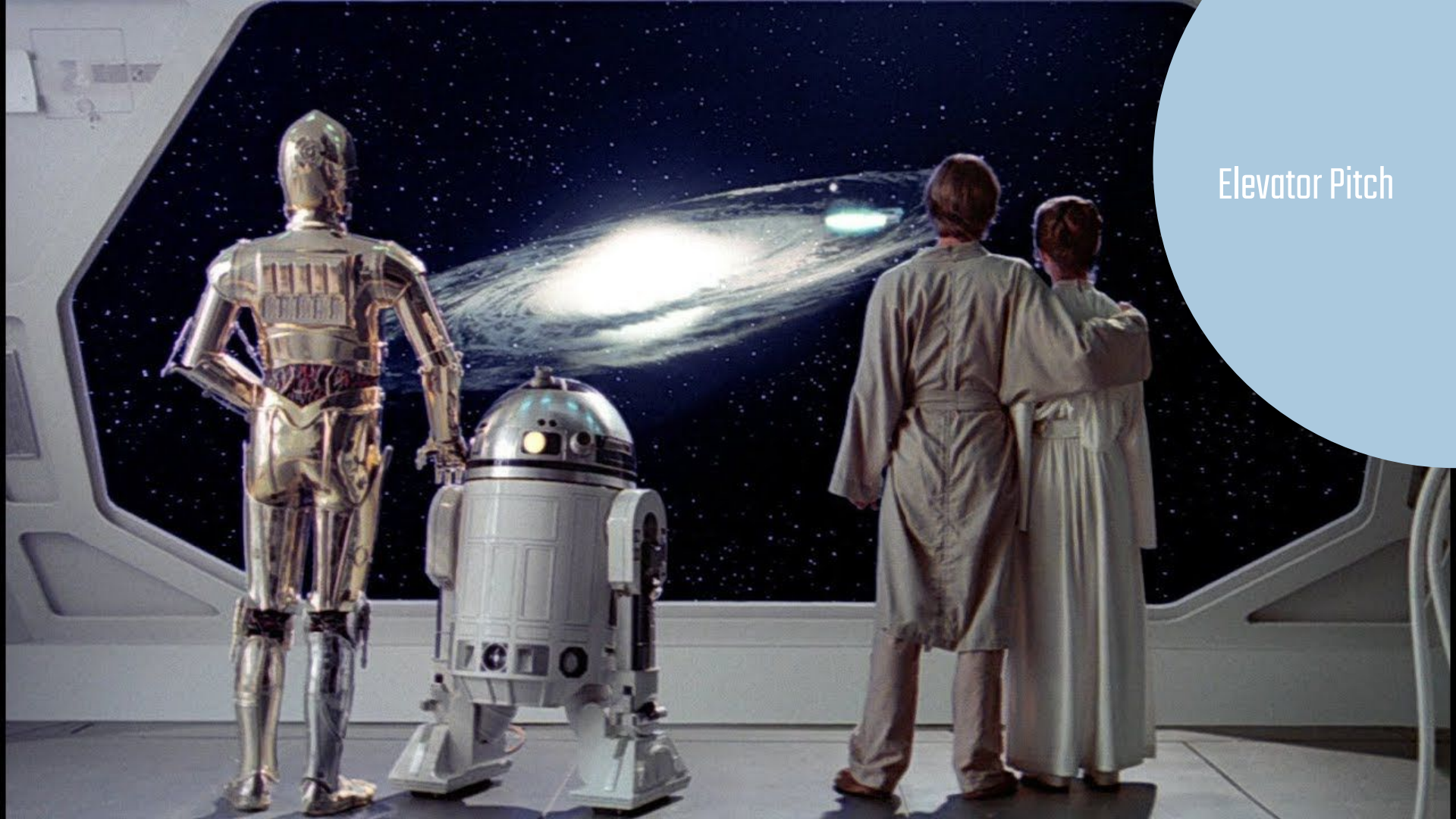
## Stay calm & confident

If you've completed all the previous step and you were really invested in the project during the semester than there's nothing to worry about. Be humble, confident and calm and everything will be alright!



PITCH CANVAS  
& STRUCTURE  
OF THE I2B  
PRESENTATION





Elevator Pitch

# PITCH CANVAS

The Pitch Canvas is an entrepreneurial brainstorming tool that helps you structure and visualize your pitch in one page

**David Beckett, Best 3 Minutes & Pitch Coach**



# The Pitch Canvas

## Simple Statement of what change you and your product are making in the world.

A memorable one-sentence explanation of what you do for customers.



### Pain (+ Gain)

What problem are you solving for your customers?  
What opportunities do you provide for people to be faster, more cost-effective, more efficient, happier, safer...?  
How many people need this problem solved - market size?  
Have you validated that people will pay to have it solved?



### Product

As simple as possible: what does your product do for customers?  
How does it work?  
How have you tested it with customers? (Be sure not to let the product dominate the pitch.)



### Product Demo

Live demo? (always risky, but powerful if it works...)  
Or screenshots? Physical product?  
Can you show a real customer using it?



### What's Unique

Technology/Relationships/Partnerships  
How do you help your customers get results differently to your competition, or alternatives?  
Show you have researched the market and know what competition is out there.



### Customer Traction

Success so far?  
Pilot customers? Major brands?  
Progression in users or downloads?  
Customer reference quotes or movies?  
PR coverage? Competition wins?  
Use data and facts to strengthen your case.



### Business Model

How do you get paid?  
What's the opportunity for growth?  
How can you scale beyond your current scope: new industries, territories, applications of partnerships and technology?



### Investment

Have you invested money yourself?  
Have you raised money so far?  
How much are you looking for now?  
How many, and what type of investor are you looking for?  
What expectations do you have of your investors; network, expertise?  
What big things will you use the investment for?  
What milestones will you reach with the money?



### Team

What relevant experience does your team have that supports your story?  
Brands worked for? Achievements? Sales success?  
What binds you together as people and as entrepreneurs?



## End statement with call to action

Finish the pitch strongly with a clear request for the audience to take action - what is their first next step?

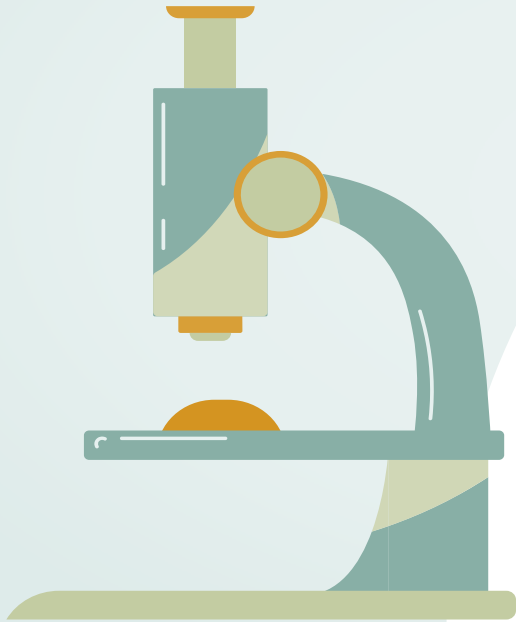


## Why You?

NOTE: Why You? can show up in any part of the pitch.  
Why do you care about solving this problem for your customers? How has your life been affected by this industry and business?  
Why should your audience have confidence that you will do what you say you are going to do?



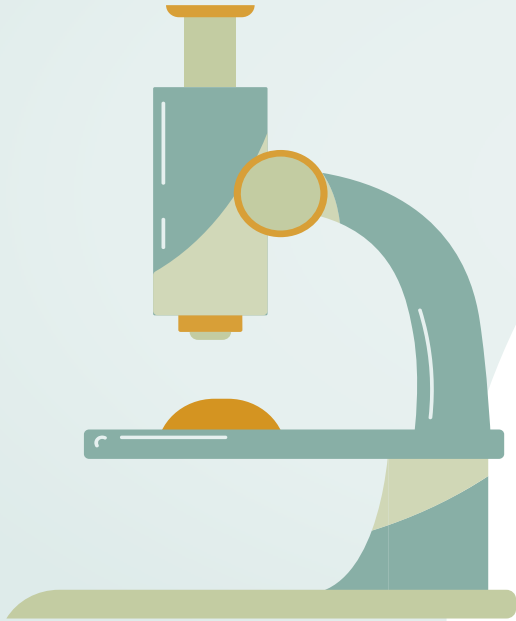
# I2B PRESENTATION STRUCTURE



## **SIMPLE STATEMENT OF WHAT CHANGE YOU AND YOUR PRODUCT ARE MAKING IN THE WORLD**

A memorable one-sentence explanation of what you do for your customers that might integrate your value proposition

# I2B PRESENTATION STRUCTURE



## **PAIN (+GAIN)**

What problem are you solving?

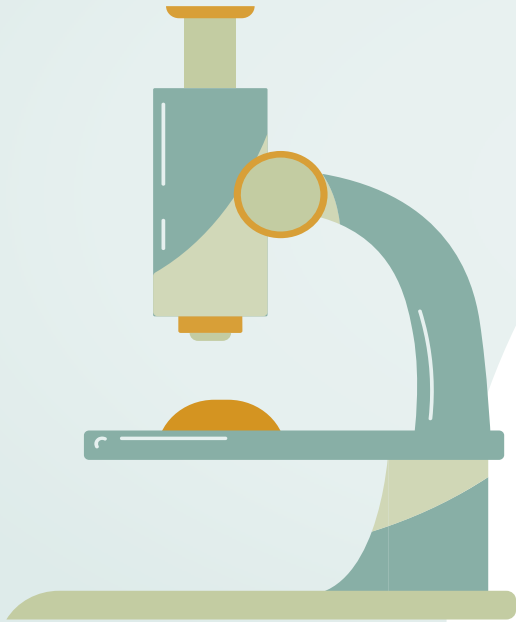
What does your pain result in?

Can you make that pain a human problem, that everyone can relate to?

How many people need this problem solved - market size?

Have you validated that people are willing to pay to have it solved?

# I2B PRESENTATION STRUCTURE



## PRODUCT/SOLUTION

As simply as possible: what does your product do for your customers?

What opportunities do you provide for people to be faster, more cost-effective, more efficient, happier, safer?

How does it work?

How have you tested it with customers?



# I2B PRESENTATION STRUCTURE

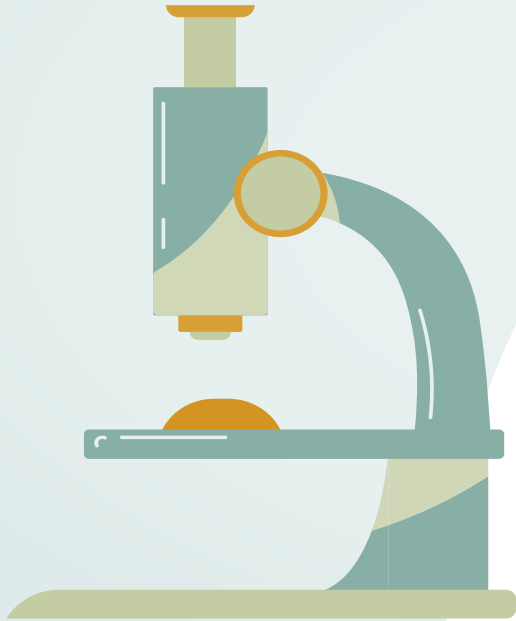


## PRODUCT DEMO

Live demo, a screenflow movie of a working app, physical product, screenshots, you name it!

It's risky but powerful if it works but be sure not to let the product dominate the pitch.

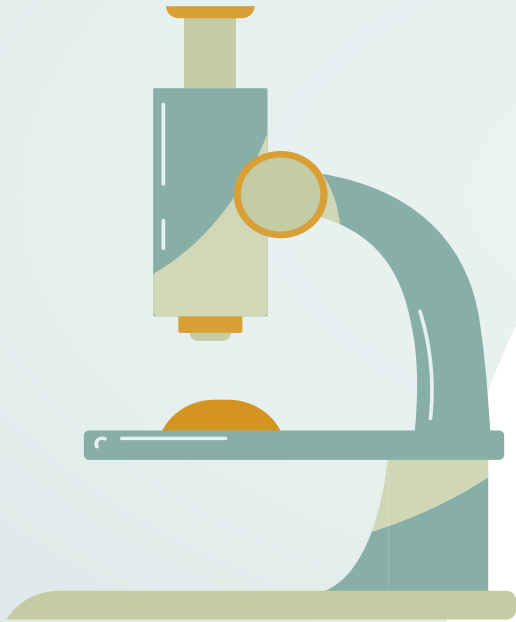
# I2B PRESENTATION STRUCTURE



## WHAT'S UNIQUE

Technology/Relationships/Partnership  
How do you help your costumers get results differently to your competition/alternatives?  
Show you have researched the market and know what competition is out there.

# I2B PRESENTATION STRUCTURE



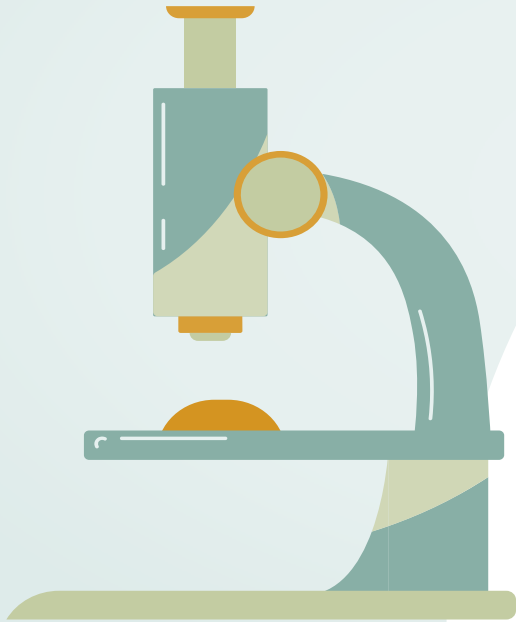
## **BUSINESS MODEL**

How do you get paid and what's your business model?

Costs and sales predictions

What's the opportunity for growth and how can you scale beyond your current scope: new industries, territories, applications?

# I2B PRESENTATION STRUCTURE

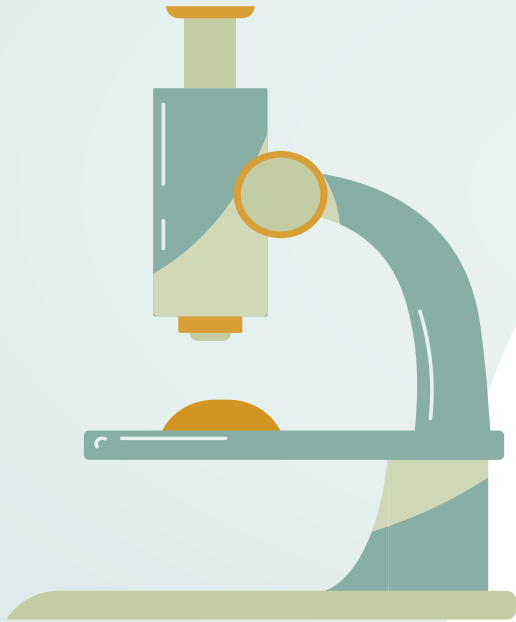


## TEAM

Who are you and what relevant experience/skills does your team have that support your story?

What binds you together as people and as entrepreneurs to fix this problem?

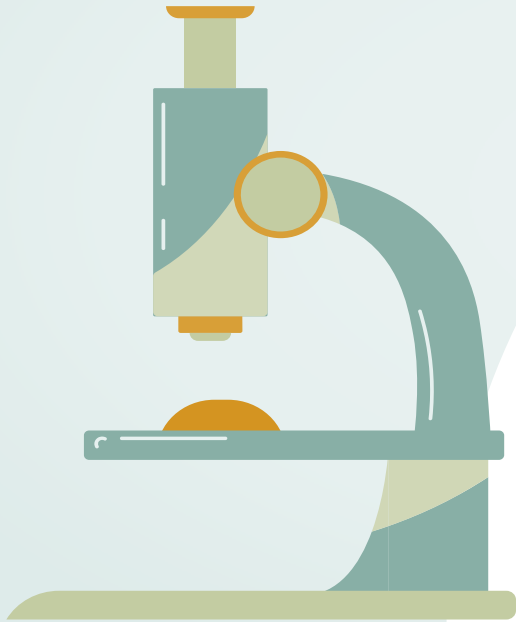
# I2B PRESENTATION STRUCTURE



## CALL TO ACTION AND END STATEMENT

Finish the pitch strongly with a clear request for the audience to take action – what is their first next step?

# I2B PRESENTATION STRUCTURE



## LAST TIPS

- Make your story memorable
- The power of three - our brains like it!
- Manage your nerves by:
  - ✓ Learning the first 60 seconds
  - ✓ Remember to release your Batman or Wonder Woman
  - ✓ Just breathe

# THANKS

Do you have any questions?

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