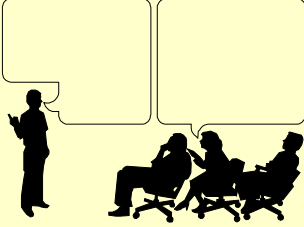




- **It is one thing to have a great idea for the application of a technology. It is another thing entirely to enable someone else to recognize that you have a great idea.**
- **Perhaps you have done a technology assessment, and now you are presenting your recommendation – your judgment based on the research you did. Or perhaps you have an opportunity and a good written description of your idea in the business plan that you prepared.**
- **Now it is time to address the method of delivery of a formal (stand-up) presentation.**
- **Content is an important, but is only a part of the overall effort to make an effective presentation.**
- **The way you prepare and deliver the presentation can make or break the outcome that you want.**
- **As you proceed through this presentation, keep in mind that the opportunity to present a detailed description of your venture opportunity, in written form, typically only presents itself after you make a verbal presentation that is persuasive.**

Learning Objective

Knowledge to be more comfortable and more effective when communicating through informal and formal presentations



The illustration shows a silhouette of a person standing on the left, gesturing towards two silhouettes of people sitting in chairs on the right. Two large, empty speech bubbles are positioned above the audience, one pointing towards the presenter and the other towards the audience.

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- One of the first things you do when making a presentation is to let the audience know why the topic is important to them. That is, you establish relevancy by telling them why they should listen to you. What will they get out of it? What is the value of the information to them?
- In a training program such as this, an instructor lets you know why you should listen by telling you what the learning outcomes are. That is, what you will get out of the training.
- In the case of this presentation, the reason why you should “listen” or otherwise absorb the material we are presenting is that you will be more comfortable and more effective communicating your technology application ideas or projects to those who can provide funding or other resources to you.

Two Key Points

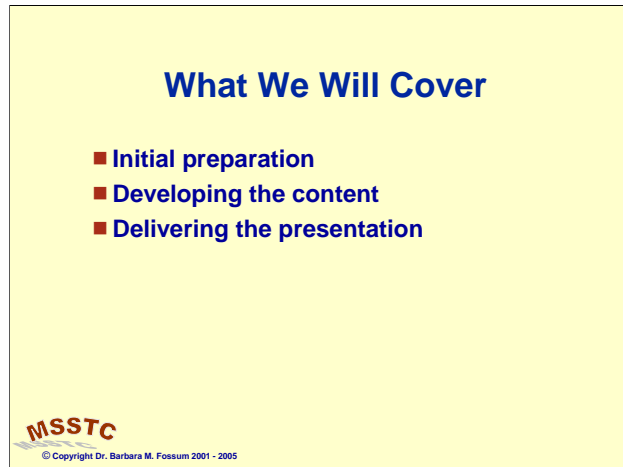
The presentation:

- A persuasive proposal
- With only a subset of the material you developed

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- **Just remember that with too many visuals, information becomes blurred and confuses the audience. You need to keep your presentation as short and as straightforward as possible.**
- **We'll make the last point frequently . . . The tendency is always to present too much of the information that we have researched so carefully.**
- **Unfortunately, often the more information we present the hazier our messages become.**



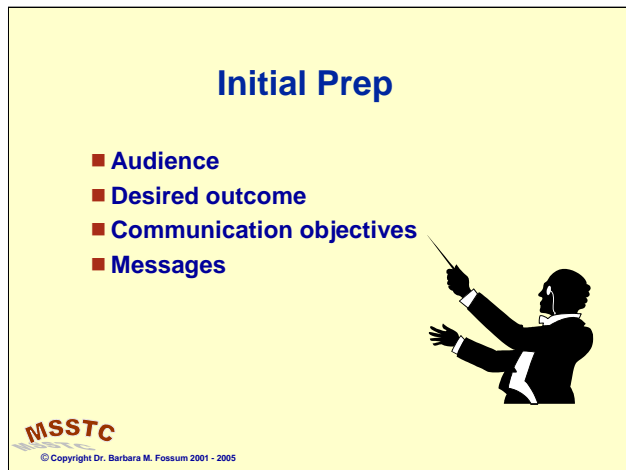
- **This visual presents the flow of this module about presentation reminders.**
- **Please note that it always is a good idea to tell the target audience how you will meet the objective or purpose of the presentation.**
- **I am doing so by presenting an agenda.**
- **It is not necessary always to create a visual showing the agenda, as we did here, but pieces of the presentation content and their sequence (the “flow”) should be addressed at least verbally.**

Initial preparation . . .

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We have a few more tips for you for making a presentation of your venture idea.



- Let's look at preparation. Why should we be well prepared? Because most of our ability to think on our feet comes from preparing well.
- You will need to be so well prepared that you can re-enter your presentation at any point in case questions lead you off track.
- To prepare, first ask who is the audience?
- What are the interests of the audience? What do they want to hear or see?
- What outcome do I want? Your outcome drives your focusing and refocusing throughout the presentation. For example, assume that you are presenting the results of a technology assessment. What exactly do you want your audience to do?
 - Commercialize the technology in the application area that you selected?
 - Discontinue work on the technology because you found a show stopper?
 - Provide specific direction for your team during the presentation itself?
 - Commit to introducing you to others who might help you?
 - Agree to help you create a formal commercialization plan to take the next steps?
- These are examples of potential outcomes. Be specific about what outcome you want. During the presentation, you will constantly bring focus back to that outcome.
- The success of the presentation only can be measured by the result we get. Did we get the outcome we wanted?
- When you establish the outcome you want, you the identify communication objectives that the outcome drives. What is the message(s)? That is, what do you want the audience to remember?
- In presenting a business plan, we know what that we must communicate how our venture idea stacks up against known venture success criteria. Our communication objectives address these factors.

More Initial Prep

- What they might not ask
- Examples
- “Gotchas”
- Engagement



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•In general, another good way to prepare your content is to ask yourself, what might they ask me?

•Of course you need to ask yourself, “What might they not ask that I need to address, and where should I address it?”

•Also ask yourself the question, “How could they “get me”? (gotchas) What might I respond with when a gotcha comes our way? Imagine the worst and prepare for it. Austin communication specialist Margaret Keys suggests thinking about this preparation by asking “what is the question that I would rather die than have to answer?” Or put another way, what question or questions could get you totally off track or make you lose face?

•Finally, ask yourself how you will engage the audience.

•It is our experience that most stakeholders want to hear about the factors that we are suggesting you include in your assessment presentations or in your business plan presentation.

•You will do your initial prep in the context of the presentation guidelines for either the Quicklook assessment or the business plan.

• However, there are always questions that we do not anticipate and the more prepared you are, the better you can address the questions and get back on track.

Example: An Assessment Presentation

A persuasive “speech”:

- Communicate opportunity and risks
 - Communicate a judgment
 - Get interest and resource commitment for technology transfer
- OR
- Get support for a “no go”

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- Let’s look for a minute at why we deliver a formal presentation of the results of a technology assessment.
- It is very important for us to know what will motivate those who have an interest in the technology – perhaps those who developed it, or those who otherwise are impacted by it – to support the transfer of the technology.
- Although generally you will follow the outline for a suggested venture presentation, you will modify it as necessary for the specific audience, or, at a minimum, develop each of the suggested visuals and corresponding presentation content with the audience in mind.
- Of the bulleted items, which might be considered a “desired outcome” and which might be communication objectives?

Example: A Venture Presentation

A persuasive "speech":

- Communicate opportunity and risks
- Communicate how you will address the risks
- Get (whatever your objective is)
 - Funding
 - Partner contract
 - Key potential employee agreement to join venture

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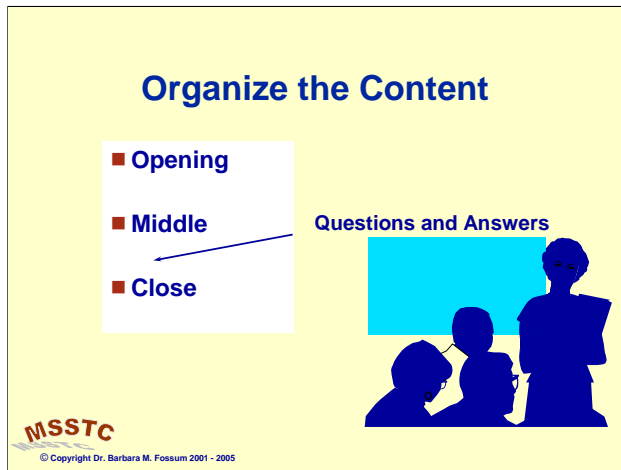
•Think similarly about what the persuasion is in a venture presentation.

Developing the content . . .

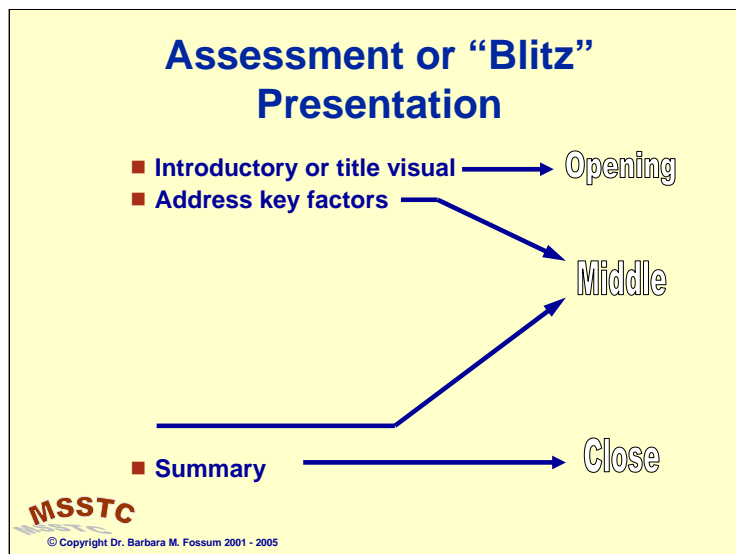
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Let's look now at developing the content.



- Now, here are some pointers about organizing your presentation.
- A presentation has three main parts – the beginning or opening, the middle and the end or close. We will address each of these.
- Typically in developing a presentation, it is easier and more effective to prepare the close first. The close re-enforces the case you have made to achieve the outcome you want from the presentation.
- In the case of your business plan presentation, modified, shorter versions of elevator speech may be the best close AND the best opening.
- You should script the first few sentences of both the opening and the close, and practice, practice, practice.
- Let's look at how the initial presentation fits this framework.

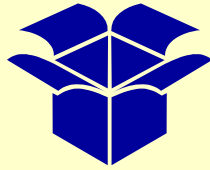


- For both an initial assessment and the blitz presentation of a business plan (venture plan), you have visual guidelines. This visual shows how the visuals form the opening, middle and close.
- Now let’s look more closely at each of the parts of a presentation.

The Opening

Use a form of your elevator speech!

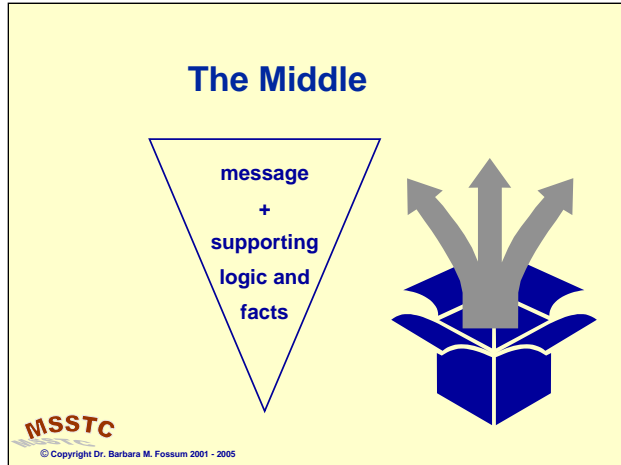
- Attention
- Relevancy (usually implicit in venture presentation)
- Credibility
- Message “headline”
- Preview (not usually done in venture presentation)



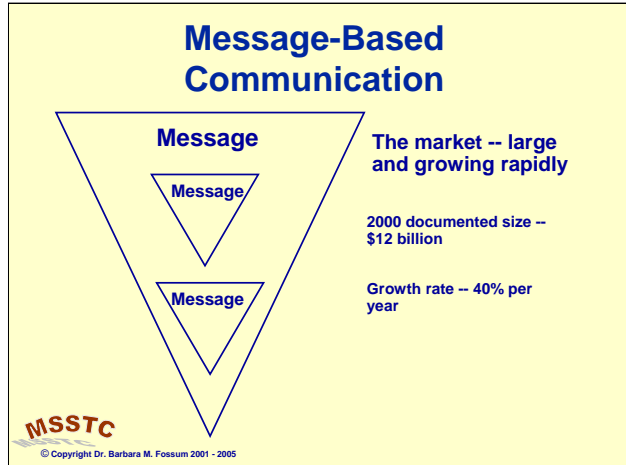
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- In the opening of a presentation, you must accomplish several objectives.
- First, you want to get the attention of the audience. You can do this in a number of ways. One way is to establish relevancy and credibility, as we stated earlier.
- Tell them why you are qualified to talk about the opportunity, and why they should listen. Tell them how many hours, for example, you performed primary research and how you’re going to share this new knowledge.
- When you show the first visual for the opening – the introductory visual -- introduce yourself and give a 30 to 60-second elevator speech with passion.
- You have to get their attention and interest in the very first seconds. Your first three or so sentences are critical. That’s why you should script and memorize them.
- In the opening, you also give the primary message. What is the point you are trying to make? Why are you here? The message is the headline. It also can be considered a statement of the purpose of the presentation.
- Finally, you preview the content of the presentation. What will you will be talking about? What is my agenda? You establish the flow of delivering the message or meeting the objectives of the presentation.
- It’s always is a good idea to tell the target audience how you will meet the objective or purpose of the presentation.
- It is not necessary always to create a visual showing the agenda, but pieces of the presentation content and their sequence (the “flow”) should be addressed at least verbally.
- In this module, all of these factors were addressed using the Learning Outcomes and Agenda visuals. In your presentation, you may well do all of this with the introductory visual .



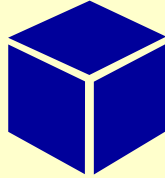
- The primary content of your presentation is in the middle.
- In your “middle” for example for technology assessment presentation, you will describe the technology, explain its status, describe potential market opportunities, comment on the intellectual property considerations, describe necessary stakeholder support and other resources, describe challenges, and make recommendations.
- You might use one visual for each of these key areas of interest for the presentation of the results of a technology assessment. Each of these visuals – those in the “middle” of your presentation -- should adhere to the message-based structure we are describing with this visual.
- A message is something that you want the audience to know, think or do. Tie your message to the audience. What are their concerns? Tie your message to their concerns. What do the stakeholders want to hear? We know, for example, what stakeholders listening to a business plan presentation want to hear. So we frame our messages to attempt to meet their expectations.
- Once you have stated a message, i.e., a bullet on one of your visuals or the title of your visual (either could be the message), add only as many facts as you need to support the message.
- Sequence facts in order of decreasing importance. Of course it is hard to eliminate facts when they were important to forming your opinion, but remember that your presentation is ten minutes.



- **Messages are cascaded, like an outline. Only include four or five major points/topics as bullets. Every topic begins with a message.**
- **A message-based structure creates a good argument for your point. If you error and present facts first, instead of the message, the listener will develop their own meaning, their “take-away” -- an opinion of the significance of the facts.**
- **Here is an example of two messages supporting the main message.**
- **Give the most important message first.**
- **Cascading messages and facts in order of priority ensures that you’ll get the most important points out if time becomes a problem.**
- **In this visual, the message that “the market is large and growing rapidly” could even be the title of the visual.**

The Close

- Get attention
- Provide closing clue
- Repeat the main message(s)
- Repeat the relevance

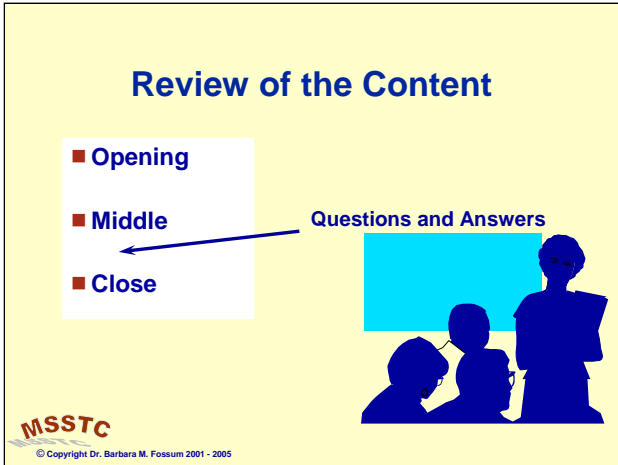


Try another version of your elevator speech – but a very short one – about 10 to 15 seconds!

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- The purpose of a close is to get the audience attention one last time in order to have the last word – to bring the focus back to where you want it.
- First, it is a good idea to give the audience a clue that you are wrapping up. Here are some examples:
 - Before I go . . .
 - In summary . . .
 - To wrap it up . . .
- Repeat the message. Tell the audience again what's in it for them. Everything you say and do should be designed to contribute to and enhance the close.
- In your assessment or business plan presentation, some form of your 30 to 60-second elevator speech may be the best close. Remember to script and memorize the first few sentences.
- Here are some other ideas for this important part of a technology assessment presentation:
 - Recommendation
 - Summary of strengths and advantages (or weaknesses and disadvantages, depending on your desired outcome)
 - Summary of each major point of each factor addressed
 - Next steps and what you need.
- In a venture opportunity presentation, you will have an easier time keeping to your time limit and staying on track if you entertain questions only before the close. But, remember to close. This is the reason for including an ending visual. Try to save a 20 to 30-second elevator speech until after the questions and answers. In this way, you have the last word and they hear your well-prepared brief once again.



Let's review the key points:

- You have to engage the audience on the first visual (this is critical). You must know the presentation well enough to give it with gusto, passion, and enthusiasm.
- Both the opening and close are a short, customized form of the elevator speech.
- The middle is well defined – you know what the content should be, and you know how to develop the messages. Everything except the introductory and concluding visual content belongs in the “middle” of your presentation.
- Get the message out one last time.** Never end a presentation on a response to a question. **Always do a close before you sit down.** But make sure it is very brief.

Delivering the presentation . . .

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Now let's look at tips and other reminders for delivering the presentation.

Pay Attention To Logistics

- Provide high-quality handouts
- Be early
- Use a spokesperson*

** Unless you know it will be a question and answer format and that you will not be able to control the flow as you like*

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- **This visual shows some definite “do’s” for your presentation.**
- **Adhere to these suggestions so that you do not get tripped up by trivial items.**
- **The first suggestion refers to the need to use high quality handouts. Use color if you can.**
- **Next, do not just be on time, be early. Recall that you need time to set up your presentation anyway. What a waste to go to all the effort and spoil your chances by being late, even by just a minute or two.**
- **Select one team member as the spokesperson. Alternating among team members breaks the continuity and takes too much time. You may have the opportunity to direct questions to your team mates at the end, but make sure the spokesperson maintains control of the flow.**
- **The exception to this advice is if you know that the panel of experts to whom you are presenting may turn the presentation into a questions and answer session. Then you might want to have two to three team members presenting.**

Maintain Command

- Take command at the opening
- Keep command throughout
- Align with the audience
- Handle interruptions well
- Stick to the subject
- Have strategic candor



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•Austin, Texas-based communication specialist Margaret Keys, a frequent guest lecturer in the program, offers a number of ideas to increase the effectiveness of your presentation.

•First, make sure that you take command at the opening. Frequently, as we enter unfamiliar territory such as making a very important presentation to a group of potential stakeholders, we get very excited and very nervous. As a result, we may start the presentation by talking far too fast and saying way too much. Our voice may go up a few levels too. The “bravado” or confidence we are attempting to exude at the beginning to convince the audience that we have things under control can be misperceived easily by the audience as you being artificial. This could be a fatal flaw since you want to exude integrity to begin to build a relationship with the audience.

•This tendency to start out very nervous and/or excited is another reason why it is so important to take command in the first seconds and sentences of the opening of the presentation. Script those first few sentences and practice, practice, practice. It is important that you get on the wavelength of the audience at the beginning and stay there. This means that you stay attuned or aligned with the audience. You are beginning an interaction with the audience. Talk to them comfortably and things will go better. Use your authentic voice – “inhabit your body” as Margaret likes to say. You must be “grounded in yourself”. Embody the content – deliver your ideas with passion.

•Keeping command means that you must concentrate on handling questions and other interruptions very well. You must be able to reenter your presentation from about any point, seamlessly – another reason why you must practice, practice, practice. You must find and focus yourself, no matter what goes on.

•Stick to the message means that you must keep your key presentation outcome and message in your mind at all times. If you are distracted, return to that key message as soon as you can. Keep coming back to it – it is the only way you can expect to meet your desired outcome.

•Finally, have strategic candor. This means that you are not afraid of laying all of the cards on the table, so to speak. That is, do not hide anything.

Pay Attention to Your Body

- Position
- Posture
- Facing the audience
- Eye control
- Voice
- Hands and gestures
- Movement



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- Here are some other reminders for delivery.
- **Know where to stand.** Move if you can, but not too much.
- Pay attention to your **posture** -- stand up straight.
- **Face the audience**, not the screen or other visual aid maintain eye contact with everyone.
- **NEVER TALK UNLESS YOU HAVE EYE CONTACT.** That means, do not talk if you are using a pointer and facing your visuals on a screen instead of the audience.
- Project your voice. This shows confidence.
- Speak with head up, not down – confidence again!
- Keep you hands at your sides when you are not gesturing, and out of your pockets. **MAKE SURE YOU EMPTY YOUR POCKETS BEFORE THE PRESENTATION JUST IN CASE YOU CANNOT KEEP YOUR HANDS OUT OF THEM.** At least we won't hear you jingling keys, change, etc. Because if we hear this, we will not hear about your opportunity!
- You certainly need to avoid these hand positions:
 - “Hail Mary” -- hands in prayer position
 - “Drill sergeant” -- arms folded in front
 - “Parade rest” -- arms clenched in back
 - “Hip hugger” – hands on hips
 - “Fig leaf” -- hands covering area below abdomen

Handle Questions Well

- Make sure that you hear the question
- Do NOT interrupt
- Try to direct them to the end
- ALWAYS repeat the question
- Pause before you answer
- Stay focused and succinct
- Direct questions to your teammates
- Remember to close after the questions

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- If you do not hear the question, ask the speaker to repeat the question.
- Do not interrupt the individual asking the question.
- Try to direct the question to the end. You can ask the person who asks the question if they mind saving it until the end.
- If you think the question needs to be answered right away, repeat the question, answer it, and get back into your flow. You should only be providing answers to questions that indicate you would impede the understanding of most listeners if you did not stop to answer.
- You always repeat a question (1) to ensure you have understood it (paraphrase it); (2) to ensure everyone has heard it; and (3) to give yourself time to phrase the answer as well as you can.
- Pause before you answer.
- Stay focused on the question. Be as succinct as possible. If the person asking the questions wants more information, they'll ask another question. After you respond, ask if your response is what they wanted. (Did I answer your question?) If you do not have the answer, ask one of your team mates if they have the answer; otherwise, admit that you do not know.
- At the end, feel free to direct questions to your teammates for response. But, REPEAT THE QUESTION BEFORE YOU DIRECT IT.
- Do not forget to close AFTER THE QUESTIONS. Get that control back and repeat the message – this is a great opportunity, right!

Use Notes Effectively

- Use large type
- Talk only if you are making eye contact
- Look down, grab a thought, make eye contact, present the thought, repeat
- Keep eye contact in the middle of a thought



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Notes are okay, of course. However, if you use them, make sure you know them well so that you can give the presentation with passion. Using notes extensively makes it harder to appear passionate about the venture.

Use Good Visuals

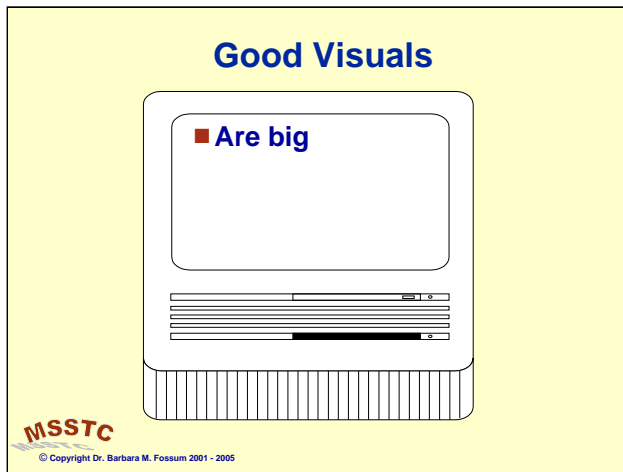
- Re-enforce, clarify and enhance what is being said
- Help the audience:
 - Remember
 - Understand
 - Focus
 - Recognize a new topic



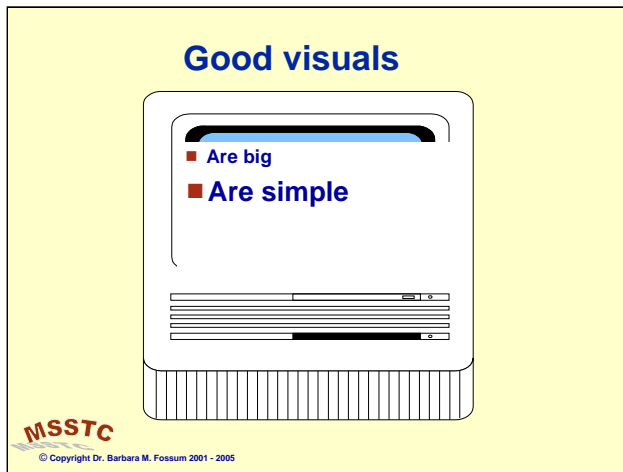
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- **Why do we use visuals? Visuals are very important because learning and retention increase significantly (about 200% and 40%, respectively) with visuals. Visuals re-enforce, clarify and enhance what the speaker is saying.**
- **Visuals also help the speaker. Here are some ways. They:**
 - **Increase the look of professionalism.**
 - **Organize thoughts.**
 - **Follow the visuals as notes.**
 - **Gives reason to move around.**
- **For these reasons, we suggest visuals wherever possible.**



- **Good visuals are big (easy to see), very simple, colorful and graphical.**
- **Size/readability: Pay close attention to the size of the characters.**
- **If you are projecting your presentation using video teleconferencing, 20 point is absolutely the minimum. The only exception to this guideline is that you are using the detail to make a broader point (the visual should be titled with this point, then) and the audience has readable copies in the form of handouts.**
- **Number: A is to use no more than one visual per two general guideline minutes. For your venture opportunity presentation, you may have to use one visual per minute or less.**



•**Good visuals also are simple.**

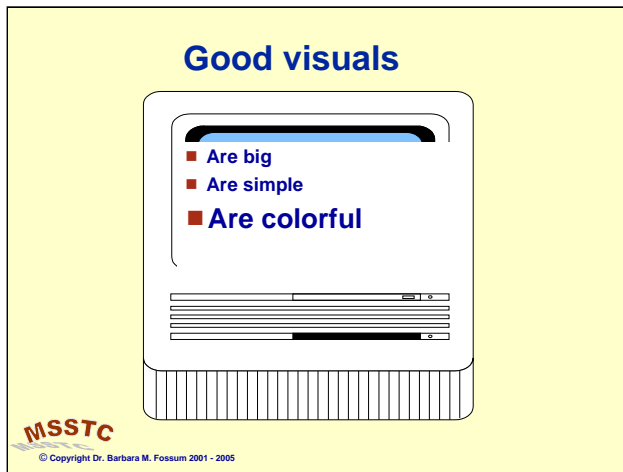
•**Present only one or two main ideas per visual. This guideline is easier to implement if you follow our suggestion about message-based communication.**

•**Use bullets, but no more than four or five bulleted items per visual.**

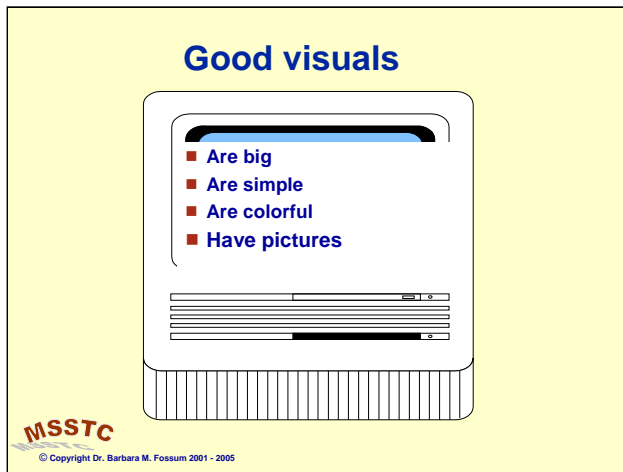
•**Make sure that bullets are parallel grammatically.**

•**Use overlays for complex points.**

•***Remember to use spelling checking, good grammar and quality printing! These are basics!! Do not make such a simple mistake for such an important event!***



- **Good visuals are colorful (but not too colorful!).**
- **Use at least two colors, but typically no more than three or four.**
- **Too many colors makes the visual too busy.**
- **Make sure you test your color combination by projecting it in an environment exactly like the one in which you will be presenting.**



- **Finally, good visuals use pictures.**
- **Pictures make text at least six times as effective as text alone.**
- **So use pictures! But don't make them too complicated. They will detract from your content.**
- **If a picture is even slightly complicated, make sure the message is clear on the visual.**

The “Avoid” List

For *simplicity*, avoid:

- Acronyms
- Lots of text
- Full sentences
- Too much jargon
- “Cute” animation
- Full pages of numbers



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- Do not use acronyms unless you specify on the visual what they are. Try not to use them!
- Use as little text as you absolutely have to. Stay away from full sentences.
- Avoid too much industry jargon. Remember that there may be influential people in the audience that do not understand this jargon.
- Finally, avoid fancy animation – “eye candy”. It will detract from the content and messages of your presentation.
- Do not use full pages of numbers -- use pie charts, bar graphs, etc. and always make sure the title of the visual makes the point of the chart, graph etc. That is, the title of the visual should tell you how to interpret the information on the visual.

Summary

- Prepare well
- Start with the close, then develop the opening and middle
- Use a message-based approach based on the necessary content
- Build in ways to keep the interest
- Use visuals effectively
- Practice, practice, practice



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•In this presentation, we provided guidelines and reminders that you could follow when you develop and deliver the presentation of your initial assessment.

•We want you to be more comfortable and more effective communicating your venture ideas.

•This visual presents a summary of the guidelines.

And Remember . . .

The presentation:

- A persuasive proposal
- With only a subset of the material you developed

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•Finally, keep in mind these two key factors about your presentation.