



## From Knowledge to Market: how to pitch R&D results

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To create more technology-intensive companies, it is fundamental to be able to duly communicate research results to potential investors. The 57<sup>th</sup> session of the *INSME Academy* focused on how to pitch R&D results in order to convince third parties to provide financial resources and bring the technology/solution to the next stage.

Mr. Andrea Di Anselmo (*Vice President & Founding Member at META & Vice President at INSME*) defined pitching as the ability to present the result and/or a value proposition in a **concise and convincing way** and stated that each audience has **own expectations, requirements and evaluation criteria** and **the pitching should clearly explain how to match them.**

When pitching a research result it is important to convince people that, given the innovativeness and uniqueness of the proposed solution, it could generate value and impact the market and more in general the society.

In order to engage the audience, it is decisive to:

1. have a sound proposition, not just a technological invention;
2. be proactive and have an entrepreneurial attitude;
3. show there is a team behind the innovation having the same goals and sharing the same objectives;
4. have a clear vision of the resources needed to do what is being presented.

There are some **common weaknesses** when pitching R&D results which can lead to failure in grabbing the attention of the audience:

- too little ambition and no willingness to scale up from the beginning;
- focusing just on the explanation of how the project will be developed in a given timeframe, rather than the result of the project;
- not having knowledge of external conditions (such as competitors).

To avoid these pitfalls, Mr. Di Anselmo provided guidance on how to successfully present research results as he stressed that, being able to do a good pitch is as important as the result that is going to be presented.

A good pitch is made of **three key ingredients**:

**1. The message.**

A good composition contains a short introduction, key content and conclusions. It is important to never lose focus on the objective of the pitching and the composition of the audience.

**2. The structure.**

A well-structured pitch is usually supported by no more than 10 slides and covers 3 minutes during which the presenter:

- shall make sure a third person understands the solution;
- explains the “exploitation/business” model in a simple way;
- gives evidence that the solution will solve a real problem.

**3. Visual story and delivery.**

A good start for the pitching is fundamental. The first 10 seconds are crucial to make an impact on the audience. In these 10 seconds the presenter has to clearly state: the problem the solution is going to solve, why the solution is better than others, highlight there is a competent team behind and detail what he/she is looking for.

By concluding Mr. Di Anselmo shared some take away messages for a successful pitch:

- avoid a slow start (the first 10 seconds are crucial for an effective pitch);
- focus on what the audience is expected to listen;
- do not speak too fast in order to grab the attention;
- use short sentences and pause every now and then to make the audience stick to the flow of the presentation;
- talk to the audience, show confidence and do not hide behind the podium;
- respect time.