Presenter's Brief

Aim of the Event

Discovery^Lab^ offers lively, interactive events that bring investors, business experts and researchers together to listen 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, slide decks and recorded pitches after the event. The events are professional while being friendly and informal, with advisors volunteering a day or two of their time to advise several teams.

Presenters are sent the zoom link beforehand and are asked to share their screen while being briefly introduced by the chair. Presenters should join about 15 minutes before their allotted time to check their audio and video connections. Following each 5 minute pitch questions are asked in order from the chat space. A poll is taken during the Q&A and the results are shared with the presenter and advisors, who may then contact the presenter to offer suggestions or advice. The meeting begins with advisor introductions and news, and there are 5 minute breaks throughout and an open discussion afterwards.

Tips for presenters

1. Presenters are asked to email the organizer their updated their slide-deck before the event. This way we can ensure technical compatibility and provide back-up to minimize any downtime.
2. Say a few words of background about yourself to start out your story.
3. Focus on your business plan, not technical or proprietary detail (which you can cover in follow up meetings). Show how this presents a unique and timely opportunity for scalable growth, investment, partnering.
4. Turn complexity and jargon into plain English. Use accessible pictures or videos. Avoid technical terms and abstraction. Instead, give specific examples, numbers and explain with descriptive, user-friendly language.
5. Be passionate. Present potential risks as well as plans and successes. Show confidence and ambition.
6. Don't be boastful or flaunt your ego.
7. Engage with the audience, listening carefully and taking constructive criticism during the Q&A.
8. Don't read your talk. Notes are ok. Rehearse beforehand to get the timing, clarity and impact right. Transitions are critical. Connect what you just said to what is coming next as you move through your slides.
9. Professional attire is recommended, avoid patterns or stripes, aim for blues / natural tones. Sit in front of a window or several lights. Avoid showing a lot of ceiling. Look at the webcam, which should be at face level.

Slide guidance

1. A visually appealing 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 about 1 slide per 30 seconds, i.e. 10 slides in 5 minutes.
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 clean, simple background for your slides and room.
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 easily read.