

LEARN TO IMPRESS

HOW TO PRESENT YOUR INNOVATION EFFECTIVELY

BY

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INVESTMENT READINESS TRAINING



WHO IS NIKOLAOS FLORATOS



- **Training Coordinator** of Turkey in Horizon 2020 phase II
- **Coached on public speaking** by Andy Harrington founder of Public Speakers University
- **Phd Researcher** in audience **engagement**
- **Communication Coach**
- Globally **recognised** as one of the **most influential** and **inspiring speakers** and **trainers** on Horizon 2020 with hundreds of speeches and trainings in 24+ countries including overseas **500+** linkedin recommendations and endorsements
- Engineer (B.Eng, BA and M.Sc) and MBA
- Business Angel and Member of European Business Angel network

WHAT MATTERS IN COMMUNICATION AND PRESENTATION

Albert Mehrabian from UCLA, your message is communicated at

- via the words you use (Verbals)
- via the sound of your Voice (Voice)
- via your body language (Visual)

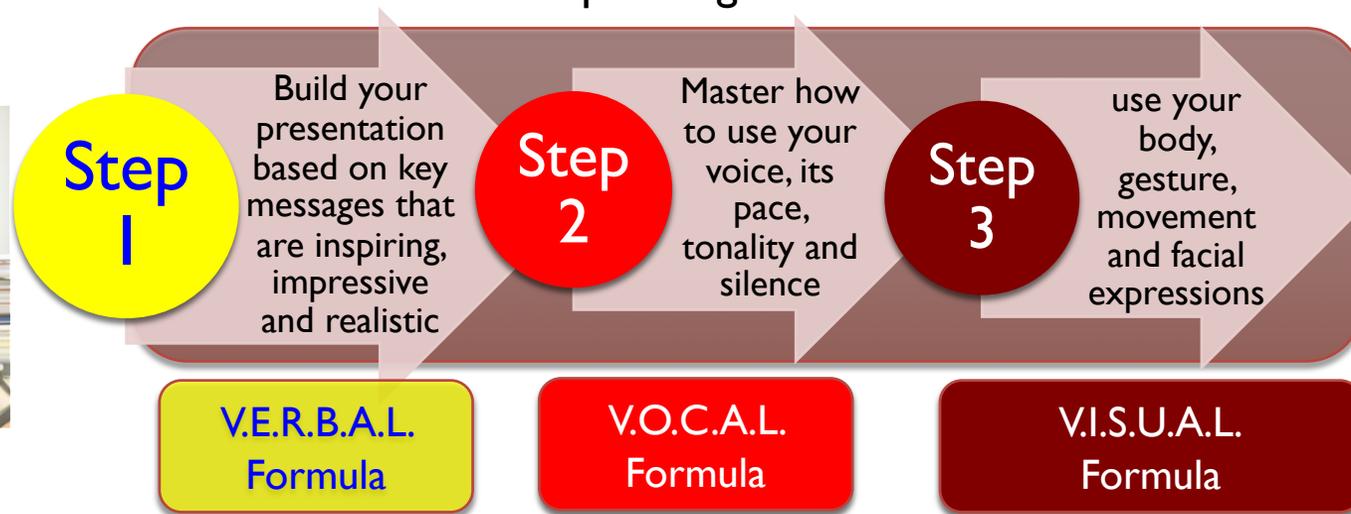
3V_s FORMULA FOR VICTORIOUS PRESENTATIONS AND PUBLIC SPEAKING

From Struggle



Impressing Investors

To Success





STEP 1: BUILD YOUR PRESENTATION BASED ON KEY MESSAGES THAT ARE INSPIRING, IMPRESSIVE AND REALISTIC

V.E.R.B.A.L.™ FORMULA

V.E.R.B.A.L..™ FORMULA

- **V.**
- **E.**
- **R.**
- **B.**
- **A.**
- **L.**

VENI, VIDI, VICI WITH A VICTORIOUS OPENING

Own the Room in **one minute** with your victorious opening pitch

- Wait for seconds silent when they give you the floor to show confidence and grab the attention of your audience
- Have a great opening with a struggle related to your innovation
- Introduce yourself and position as and NOT My name is ...
- it with your company (Its name and its innovation and its benefits and state who your target customer/user is and
- Mention some (any prizes, high rankings, growth rate, any external funding, etc)
- Finally, state how you will be making and why you need x amount of funding and how much you expect the investors will make

- *Sadly, in the next 30 minutes during our session, 40 people that are alive will be dead due to liver cancer.*
- *I am Nikolaos Floratos, the founder of Key Innovations Ltd who has developed a 3-D scanner for detecting liver cancer. We are as accurate as a biopsy but we detect cancer at much earlier stage and consequently we are decreasing by 50% its death-rate and 80% the treatment costs.*
- *We have received a prize as the best startup of 2019 in EU by EUREKA European Programme or we have been number one in google store in 22 countries for the past three months or in 3 months we grew from a 50 square meter office to a 1200 square meter building or we have received funding from ...*
- *We will be making revenues by selling out 3-D scanner to [customers, e.g. Health Centers and hospitals]. We need x amount of external investment for deploying initially our innovation in UK, France and Germany and we expect investors to make y amount of money in three years.*

V.E.R.B.A.L..™ FORMULA

- **V.** Veni, Vidi, Vici

- **E.**

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ENGAGING TECHNIQUES

- Apply VPS model
- Use metaphors/analogies
- Ask questions with no expected answer (_____ ones)
- Present in _____, e.g. highlight/summarise three key points that you want your audience to take home, break your presentation in three parts, break paragraphs into three sentences and make three points. Three has been used to convey memorable concepts, ideas, names, and brands. E.g.. Literature: The three musketeers, the three little pigs, Aladdin and his three wishes; Cinema: the good, the bad, and the ugly; trilogies; Slogans: Yes, we can; Just do it; veni, vidi, vici; Sports: gold, silver and bronze metals; Companies: IBM, CNN, BBP, UPS ...
- Use simple, clear language and avoid jargon and acronyms
- Use inclusive language for removing distance and barriers, e.g. So as _____ can see from this slide/video instead of so as _____ can see from this slide/video
- Use powerful words that show _____, e.g. "we are confident.." or "it's clear that we will achieve profitability by .." rather than "we hope..." or "We believe ..."

V.E.R.B.A.L..™ FORMULA

- **V.** Veni, Vidi, Vici
- **E.** Engaging techniques
- **R.**
- **B.**
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RECORDED DEMO/PROMOTION (VIDEO)

- Prepare a short video of duration max 2 minutes
- Make it as a story based on the PSV i.e.
 - start with _____,
 - then present your _____ and the benefits
 - close with a _____ statement.



KIDS4LIFE Eureka Project of the Year 2019
Example: https://youtu.be/sS_gCNSMy_8?t=186

V.E.R.B.A.L..™ FORMULA

- **V.** Veni, Vidi, Vici
- **E.** Engaging techniques
- **R.** Recorded demo/promotion (Video)
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- **L.**

BOND WITH THE INVESTORS WITH A SHORT STORY BASED ON THE 7 S AND A GREAT CLOSE (SEED)

- S_____

ALWAYS CLOSE YOUR PRESENTATION WITH A SEED

- The best closing is the one that is inspiring, visionary, motivating, memorable and most importantly something that will start growing inside your audience right after your presentation
- The best closings are based on the following simple template:
 - *Let's work together to [your or statement as a company]*

EXAMPLES OF GREAT CLOSINGS BASED ON MISSIONS/VISIONS OF EXISTING COMPANIES

- *Let's work together to make transportation as reliable as running water, everywhere to everyone [Uber]*
- *Let's work together to make people belong anywhere [Airbnb]*
- *Let's work together to help people discover things they love and inspire them to go do those things in real life [Pinterest]*
- *Let's work together to create a world where people work to make a life, not just a living [WeWork]*
- *Let's work together to make actionable information accessible to everyone at the time it matters [Theranos]*
- *Let's work together to make commerce easy [Square]*
- *Let's work together to develop therapies that cure and significantly improve survival for cancer patients [Stemcentrix]*
- *Let's work together to make it as easy as humanly possible for businesses to manage and care for their employees [Zenefits]*
- *Let's work together to reinvent consumer finance for the better [Sofi]*
- *Let's work together to establish the platform that every enterprise on the planet will use to communicate with every IT asset they own in seconds [Tanium]*
- *Let's work together to make clean, reliable energy affordable for everyone in the world [Bloomenergy]*
- *Let's work together to make working life simpler, more pleasant and more productive [slack]*

TIP FOR INSPIRING USE OF STORIES



Check the website <https://apps.npr.org/commencement/> for a collection of the most inspiring speeches ever made by actors, entrepreneurs, scientists, politicians, etc. Observe specifically how they introduce stories and their closing.

V.E.R.B.A.L..TM FORMULA

- **V.** Veni, Vidi, Vici
- **E.** Engaging techniques
- **R.** Recorded demo/promotion (Video)
- **B.** Bonding with a story
- **A.** _____
- **L.**

ANSWERING TECHNIQUES (1/2)

- What ever is the question, you must remain cool and calm from _____ to _____
- Don't rush to answer the question and do not _____! Wait until the question is fully raised
- Focus on the _____
 - Keep an eye contact with the questioner
 - Nod your head as the question is asked
 - Take the questioner seriously by saying “This is a great question”
- Prepare in advance for standard questions such as
 - How will you stop established players in your market from copying and/or bettering your solution?
 - What are your barriers to entry?
 - How much money you have in the bank today?
 - How will you scale?
 - What is the basis for your Qx projections
 - How will you acquire customers?

ANSWERING TECHNIQUES (2/2)

- Paraphrase by using the names and same words of the person that asked the question in your answer
- Repeat the question and answer it – “Is the price higher than most of the market? Yes and here’s why ...”
- Summarize – I heard two things here, [A and B], let’s start with ...
- Ask – Use Short Open Questions to get others’ thoughts before offering your own: e.g. “Why is that?” “Can you give an example?”
- Validate and acknowledge – Show that you have heard their concerns/objections before pivoting to your direction e.g. “ I understand your concerns and we had the same ones. This is the reason that we focused to ...”
- If you don’t know the answer, don’t guess! Say something “I don’t have this information available right now but will come back to you within the next 24 hours

V.E.R.B.A.L..™ FORMULA

- **V.** Veni, Vidi, Vici
- **E.** Engaging techniques
- **R.** Recorded demo/promotion (Video)
- **B.** Bonding with a story
- **A.** Answering techniques
- **L.**

LACONIC

- Laconic means you are straight forward in your presentation and to the point
- Few words as possible to make a point
- No _____ information especially on slides
- One _____ at a time and if possible per slide. Give key messages on slides and elaborate further orally
- Ensure though that your investors have _____ a more elaborated description of your business proposal

DONT'S AND DO'S IN YOUR VERBAL FORMULA

DONT's	DO's
Have people to focus on your presentation and not on you	Make yourself the focus of your presentation and not the projector. Stand-up and move around. Avoid looking at the projector.
Create a text-rich, picture/visual poor presentation	Do use a short video of max 2 minutes to show in a snapshot everything about your innovation (its value, the problems it addresses, the solution and benefits that offers, the market, the projections and the team behind)
Use bullets.	Use pictures. Bullets kill people and bullet points kill presentations
Animations or transitions	Avoid animations and transitions
Overload the slide with information	Aim for simplicity and clarity. Convey a single thought or idea per slide and/or use quotes that support your key message
Overdo it with your logo	Place your logo only on the first and the last slide so that to minimize any visual distractions
Overdo it with your slides	Every slide should support your primary objective, i.e. securing investment, else delete it

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STEP 2: MASTER HOW TO USE YOUR VOICE, ITS PACE, TONALITY AND SILENCE

V.O.C.A.L.™ FORMULA

V.O.C.A.L. FORMULA

- V.
- O.
- C.
- A.
- L.



VOLUME

- Avoid _____ voice
- Emphasise keywords by saying them _____ (higher volume)
- Emphasise keywords by saying them in a _____ volume

V.O.C.A.L. FORMULA

■ V. Volume

■ O.

■ C.

■ A.

■ L.



ONE THOUGHT, ONE FACE, ONE TIME

- your eye contact with your sentence and focus on one face per sentence

CONFIDENCE

Speak with confidence

- Don't speak too
- , breath, continue
- Avoid

V.O.C.A.L. FORMULA

- **V.** Volume
- **O.** One thought, One face, One time
- **C.** Confidence
- **A.**
- **L.**

ARTICULATE

- You need to speak and articulate each word clearly
- Common issue with people that English is not their native language
- Common issue with people that their mother tongue has heavy accent
- Practice reading your text with a pen in your mouth and then repeat without the pen

LATENCY

Latency requires you to

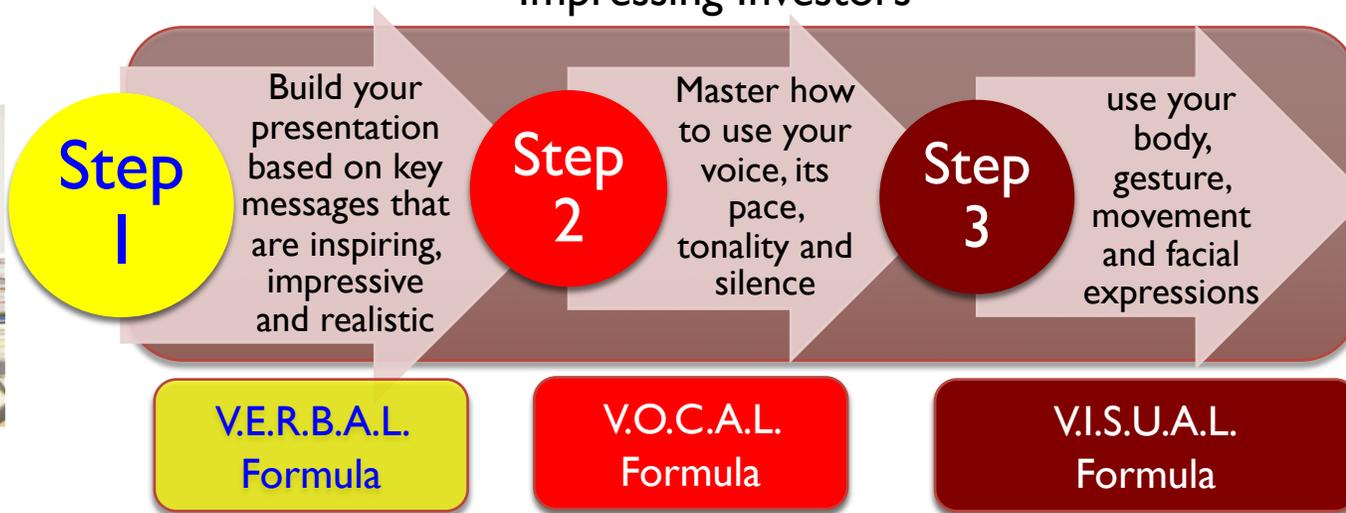
- (2-3 secs) before and after a key message
 - Enables you to breath
 - You sound more authoritative and in control
 - Enables your audience to process the information
 - You can read the audience and assess how they are responding to your points
 - Helping you eliminate distracting non-words such as ums and ahs
- slow down your speaking pace
 - You sound more confident
 - Enables your audience to process the information

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STEP 3: USE YOUR BODY, GESTURE, MOVEMENT AND FACIAL EXPRESSIONS

V.I.S.U.A.L.™ FORMULA



V.I.S.U.A.L.™ FORMULA

- **V.**

- **I.**

- **S.**

- **U.**

- **A.**

- **L.**

VISION

- Focus your vision to one person at a time (see before)
- Don't stare people with your gaze
- Look at them between the eyebrows or the mouth if you don't feel comfortable with a direct eye contact
- Don't look (especially) up or down



V.I.S.U.A.L.™ FORMULA

- **V.** VISION

- **I.**

- **S.**

- **U.**

- **A.**

- **L.**

IMAGE

Maintain an image that shows authority, control, focus and confidence, i.e.

- Don't cross your arms since you look defensive and closed off. Instead use your arms to show openness and authority
- Don't fidget with coins, car keys or rings
- Don't adjust your hair or clothing and ensure everything is in place before you are on stage
- Don't turn your back to the audience but walk laterally



V.I.S.U.A.L.™ FORMULA

- **V.** VISION

- **I.** IMAGE

- **S.** _____

- **U.**

- **A.**

- **L.**



V.I.S.U.A.L.™ FORMULA

- **V.** VISION

- **I.** IMAGE

- **S.** SMILE

- **U.**

- **A.**

- **L.**

UPSTANDING

- Chest-out and feet hip width apart to open the body
- Don't hide your hands in your pockets or behind your back or hiding behind your hands but use your hands to emphasize points
- Don't stand in one place but use the stage. Move toward the audience or change position after each point at least



V.I.S.U.A.L.™ FORMULA

- **V.** VISION
- **I.** IMAGE
- **S.** SMILE
- **U.** UPSTANDING
- **A.** _____
- **L.**



ALIGNMENT

- Ensure that there is alignment between your and your . E.g.
 - Don't smile when you highlight some problems
 - Use your gestures to compliment your words such as show three fingers when you want to raise three points



V.I.S.U.A.L.™ FORMULA

- **V.** VISION
- **I.** IMAGE
- **S.** SMILE
- **U.** UPSTANDING
- **A.** ALIGNMENT
- **L.** LEADERSHIP

LIMPS

Ensure that your limbs (_____ and _____) are giving an authoritative and confident image of you, e.g.

- Don't tap your fingers since this communicates impatience and nervousness. Instead put your palms on a flat surface
- Don't gesture widely but use your hands for showing authority and emphasize points
- Don't sway or tap your foot but plant your feet on the floor hip-width apart. Lean forward with one foot slightly ahead of the other

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CONGRATULATIONS. YOU KNOW HOW TO DELIVER
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