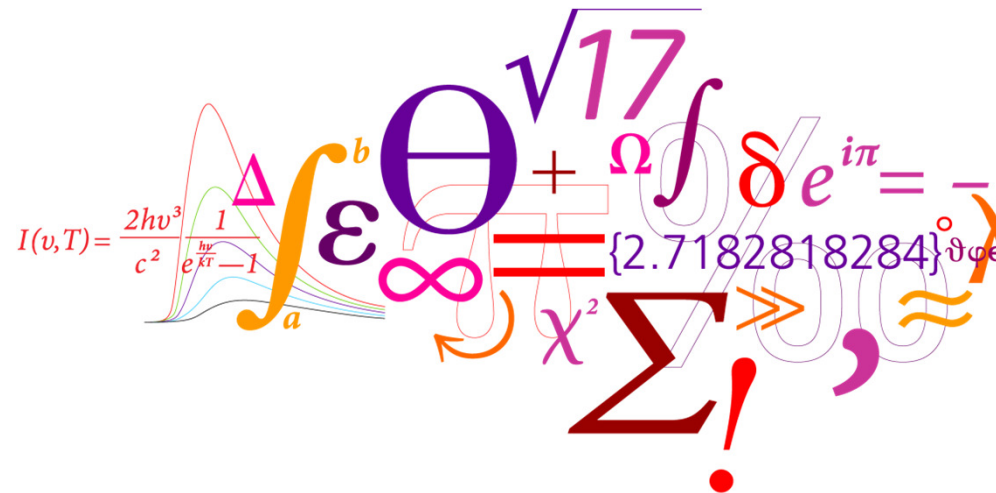


## DTU Lunch Talk 1:

# How to make efficient project presentations in a short time ?

**By Thomas Scott Lund**  
Director at Quercus Group



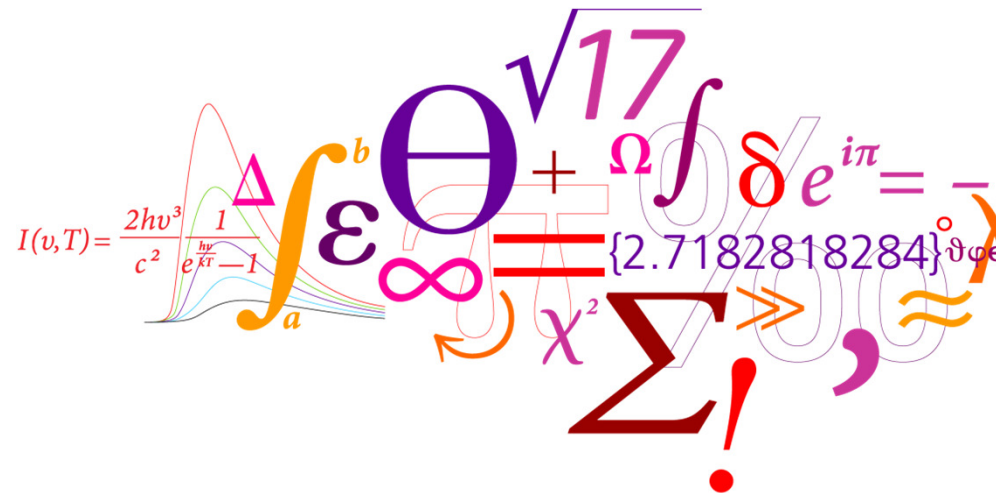
Please pay attention!



## DTU Lunch Talk 1:

# How to make efficient project presentations in a short time ?

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Director at Quercus Group



 | **QUERCUS GROUP** ADVISORS IN REGIONAL DEVELOPMENT

COPENHAGEN  
**CAPACITY**



COPENHAGEN  
CLEANTECH CLUSTER



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 | **QUERCUS GROUP**

# Agenda :

- Tips on giving oral presentations
  - How to present with logic, credibility & passion?
- The elevator pitch
  - The extremely short, oral presentation
- The sales pitch
  - The short, visually aided presentation
- Summary ( Exercise)
- Questions

# Why listen today?

*Only skilled candidates who know how to communicate  
find jobs!*



*Good you are here! 😊*

# GRØN DYST

## What the jury evaluates on:

- **Is the project well-structured and clearly communicated?**
- Is the project technology useful and realization probable?
- To what extent is the project visionary and/or innovative?
- To what extent is the project's positive environmental and energy impact probable?



# Take away?

**You will have a better **idea** of how to make:**

- An efficient oral presentation
- An elevator pitch
- A sales pitch

...and tools to help you practice!



# How to present?

**Do you have an awesome  
finding, product, project or service**



**Here is what 95 % of the people DO....**

We are ABC company



We are innovative



We have won many awards







The audience does **NOT** really care!



Start broadcasting on their radio channel:

**WII – FM**

(**W**hat 's **I**n **I**t **F**or **M**e?)



What can you do?



Answer 3 QUESTIONS:

1. **WHO** is the target group?
2. **WHAT** is their need?
3. **HOW** can you help?



(A good way to do this is to prepare an elevator pitch)

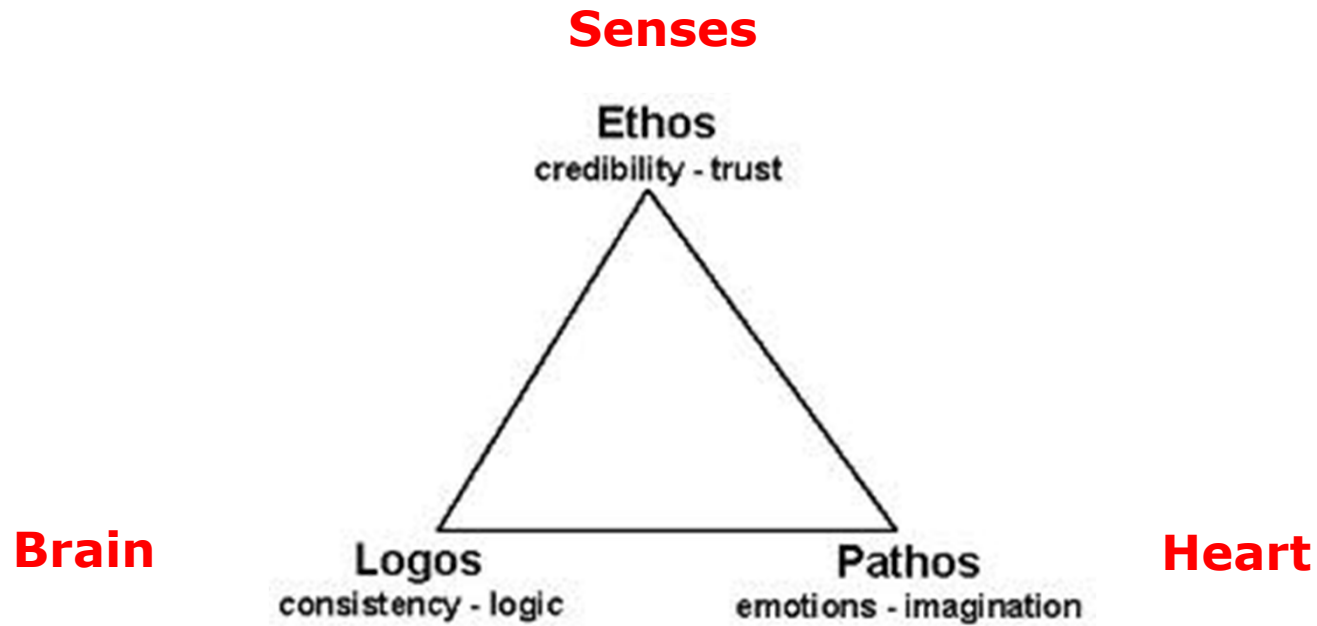
# Basic purposes of a presentation:

Inform, *Persuade*, Inspire or Entertain



# Three things you need to **persuade** other people:

- 1. Logic** (=logos)
- 2. Credibility** (=ethos)
- 3. Passion** (=patos)

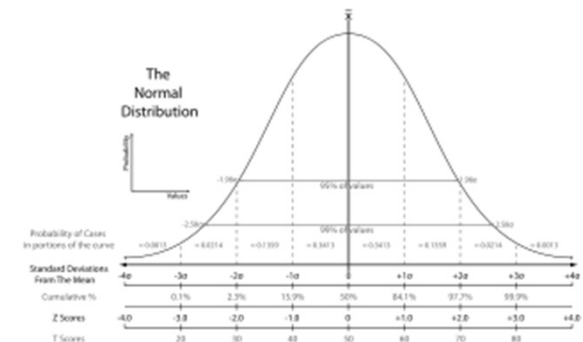


=3 basic ways of *appealing* to an audience

# Logos appeal

Logic/consistency

- **Stuff that talks to the brain**
- Logic argumentation, facts, concrete examples, consistency, proof
- Appeal through: Graphs, statistics, numbers, tests, surveys, precision, clarity
- **We are persuaded by:** Those who are precise, consistent & objective





# Ethos appeal

Trust/credibility /image

- **Stuff that talk to the senses**
- Personal behaviour & credibility
- Appeal through: Own appearance, status, opinion
- **We are persuaded by:**
  - Those we feel we can trust
  - Those who act professionally
  - Those we like, charm, humor etc.



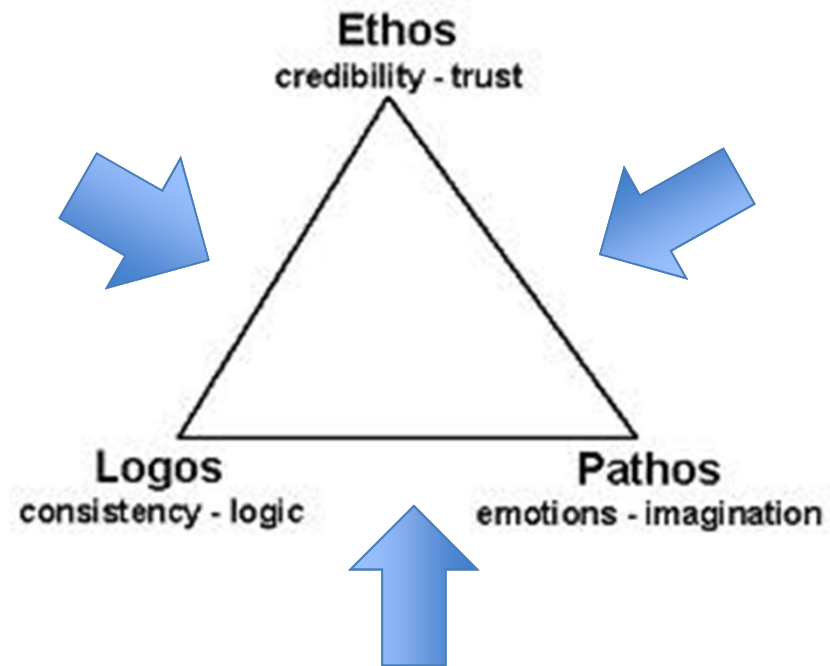
# Pathos appeal

Emotions & imagination

- ✓ **Stuff talks to the heart**
- ✓ Emotions & imagination: Surprise, joy, identification, humor, anxiety, justice, care, dreams, visions etc.
- ✓ Appeal through: Pictures, stories, examples, comparisons, emotional language, strong personal appeal
- ✓ **We are persuaded by:**
  - ✓ Those who feel or appeal strongly
  - ✓ Those who reach us as humans



Use all sides of the triangle!



# Tips for you **logos** appeal

# Keep it simple!



Presenter

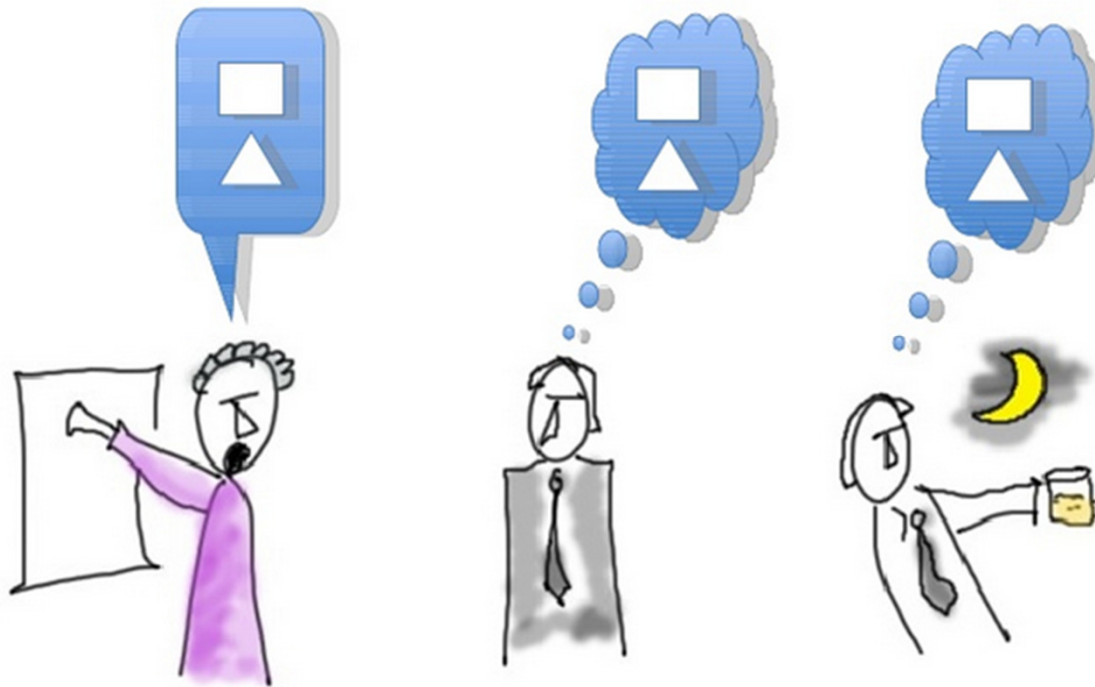


Audience



5 hours later...

# Less is more!



# Be structured

**The Clinton rule:** to get your message through and make people remember:



**Tell people** what you are going to tell them

**Tell them...**

**Tell them** what you just told them



...also known as:

1. Agenda
2. Content
3. Summary

# Basic structure of a presentation

- Intro (who, what)
  - Why?
  - Main subject 1
    - Subcontent
    - Subcontent
  - Main subject 2
    - Subcontent
    - Subcontent
  - Main subject 3
    - Subcontent
    - Subcontent
  - Summary
  - Q&A
- } Agenda
- } Content
- } Summary

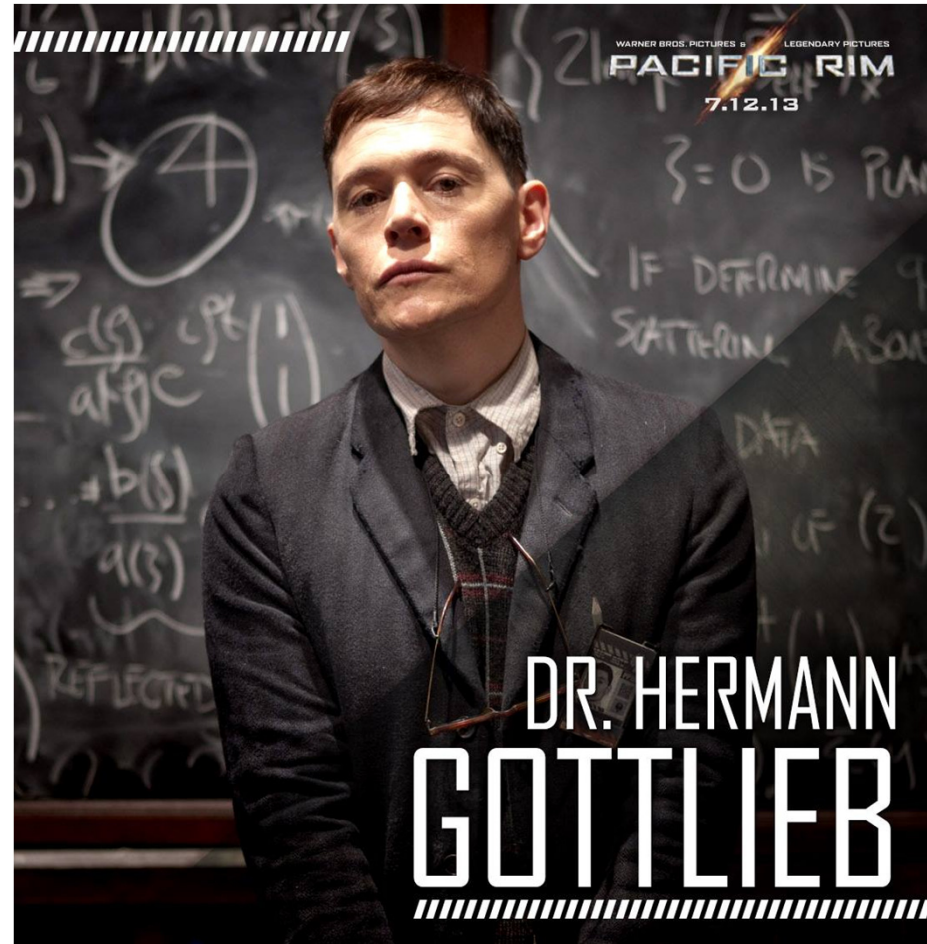
# Be precise & clear

- Don't tell - if you can show!
  - Illustrations are good!
- Avoid:
- Blurry graphs
- Tables
- Pixellated pictures
- Text overload
- Bullit overload



# Tips for your **Ethos** appeal

# How is your street credit?



# Tips that will help you:

1. **Be well prepared** (practice, talk to chair, video yourself)
2. **Be excited** (eye contact, smile, energy)
3. **Talk loud and clear** (volume, pace, breath)
4. **Be seen** (front to audience, eye contact)
5. **Be ware of body language** (don't slouch, no hands in pocket, no fumble or swaying)



# Tips for your **Pathos** appeal

# Use comparisons..

Examples:

"The aim is to clean more water in a week than Copenhagen uses in a year".

"The house will be bigger than a football stadium, but use less power than a washing mashine"

"A filter like this could have the same impact on the environment as putting catalysts on 2000 trucks"

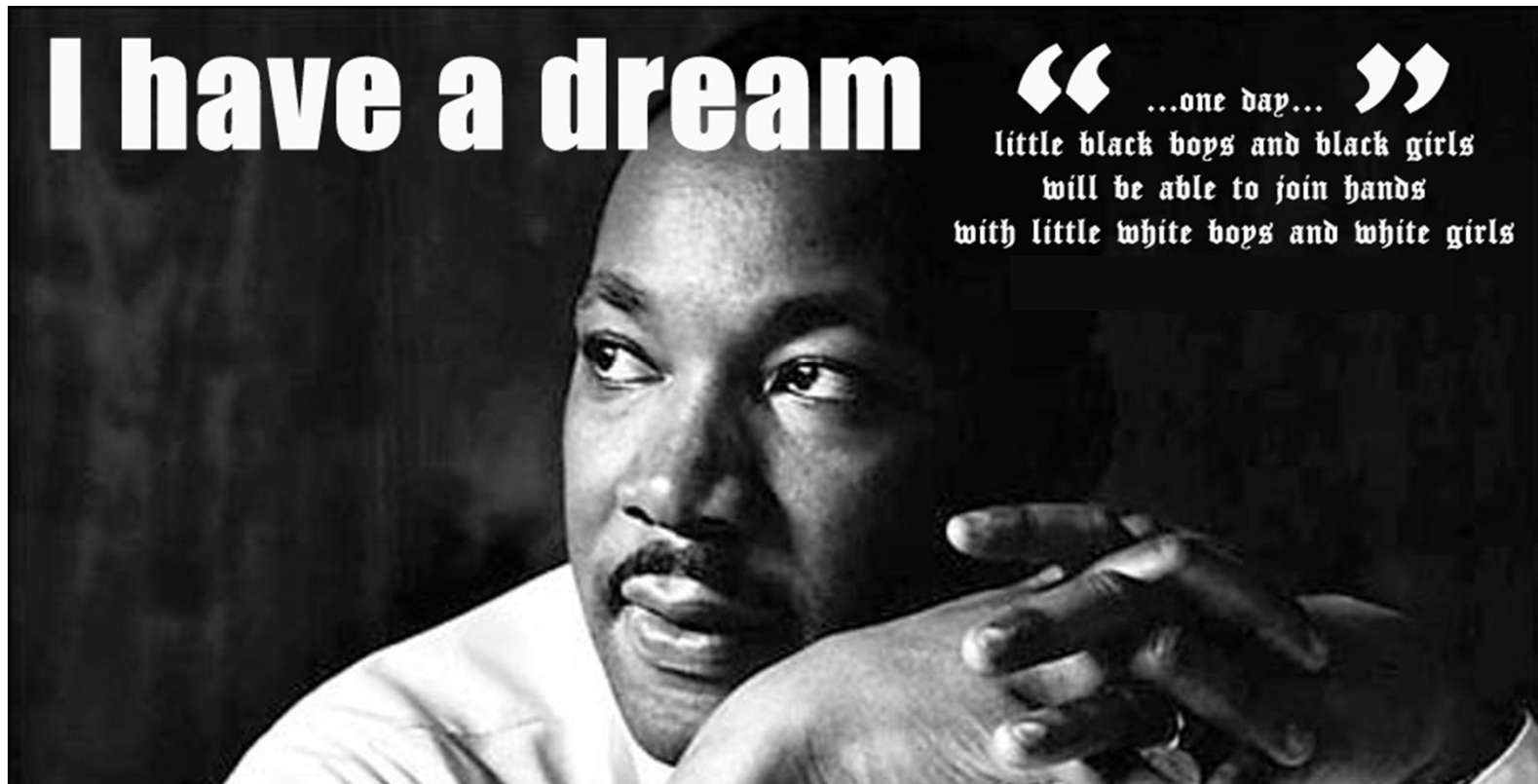


# Use “clap-traps”

- We wanted to obtain three things:
  - 1. Efficiency
  - 2. Efficiency
  - 3. Efficiency
- It’s not about what we can do today, it’s about what we can bring for the future
- Ask not what your country can do for you. Ask what you...



# Use emotional appeal



**Don't** over do it!

# Use a story or example

- A short story or example can help illustrate the problem and/or the solution in a nutshell...

“Her energy bill used to be so high that it stressed her food budget. After she installed our solar panels, she eats out twice a week – and still has money left for savings”.



But how to present **short**?

# ELEVATOR ↓↑ PITCH

# The Elevator Pitch



A speech that presents your project, company or product in 50 seconds!

## Characteristics of the Elevator Pitch:

- Clear, short and concise
  - Stressing the benefits, not features
  - Only enough time to focus on *key* priorities
  - Using non technical language
  - Leaving the listener wanting *more*
- 
- All in less than a minut!



# Basic composition of the elevator pitch



It goes through the steps of:

**N-A-B-C**

# N-A-B-C :

- Need
- Approach
- Benefit
- Competition

# N - Need

- Who is the target group and what is their need?



# A - Approach

- What is your product/project and what is the function?



# B - Benefit

- What is the key benefit for the user?



# C - Competition

- How is your solution different from other solutions?



# N-A-B-C

- **Need** (target group and need)
- **Approach** (product & function)
- **Benefit** (key benefits for user)
- **Competition** (difference/uniqueness)

All steps should be included in a few sentences

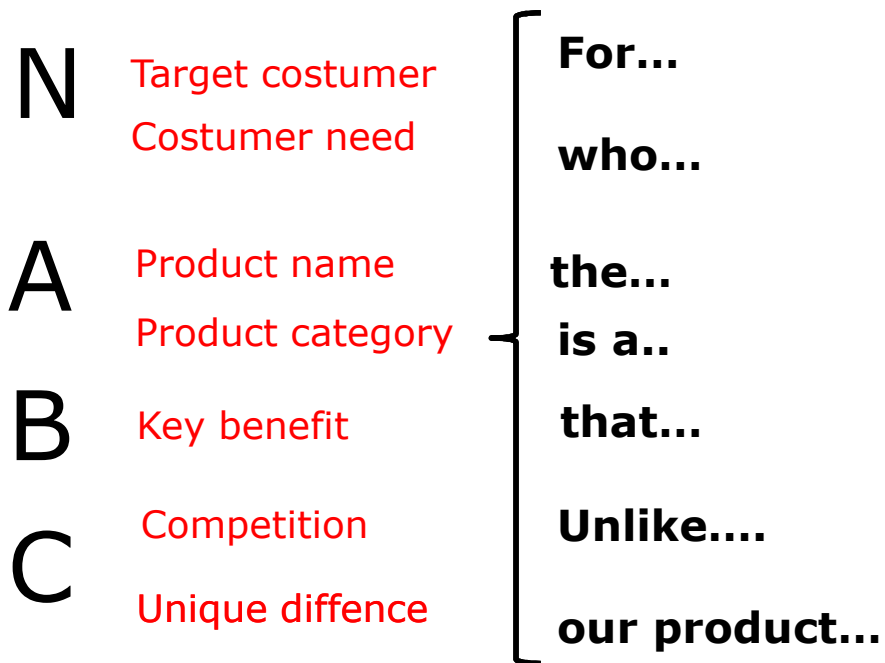


# Example of elevator pitch structure

## Elevator Pitch sentence structure:

FOR (target customer), WHO HAS  
(customer need), (product name) IS A  
(market category) THAT (one key benefit).  
UNLIKE (competition), THE  
PRODUCT (unique differentiator).

# Elevator pitch for a product/project





## The Elevator Pitch

**N** Target customer  
Customer need

**A** Product name  
Product category

**B** Key benefit

**C** Competition  
Unique difference

- For [individual construction teams]
- who [need track road access on the construction site],
- the [Road Closure System (RCS)]
- is a [safety communication tool],
- that [informs crews when roads will be closed].
- Unlike [the current paper-based system]
- our product [is web based and can be accessed
- by all contractors anywhere anytime].

# Another example

## (My pitch to you):

- For students at DTU
- who need to present projects at Grøn Dyst
- the lunch talk next thursday
- is a targeted lecture on presentation technique
- that will make the students good at  
presenting visually – mainly by posters.
- Unlike reading printed instructions in a DTU folder
- this lunch talk will be live and open to questions!

N

A

B

C

## Challenges of the elevator speech:

- Choose essential points & topics
- Sounding natural and keeping calm
- Takes rigorous preparation & practice!

## Good stuff:

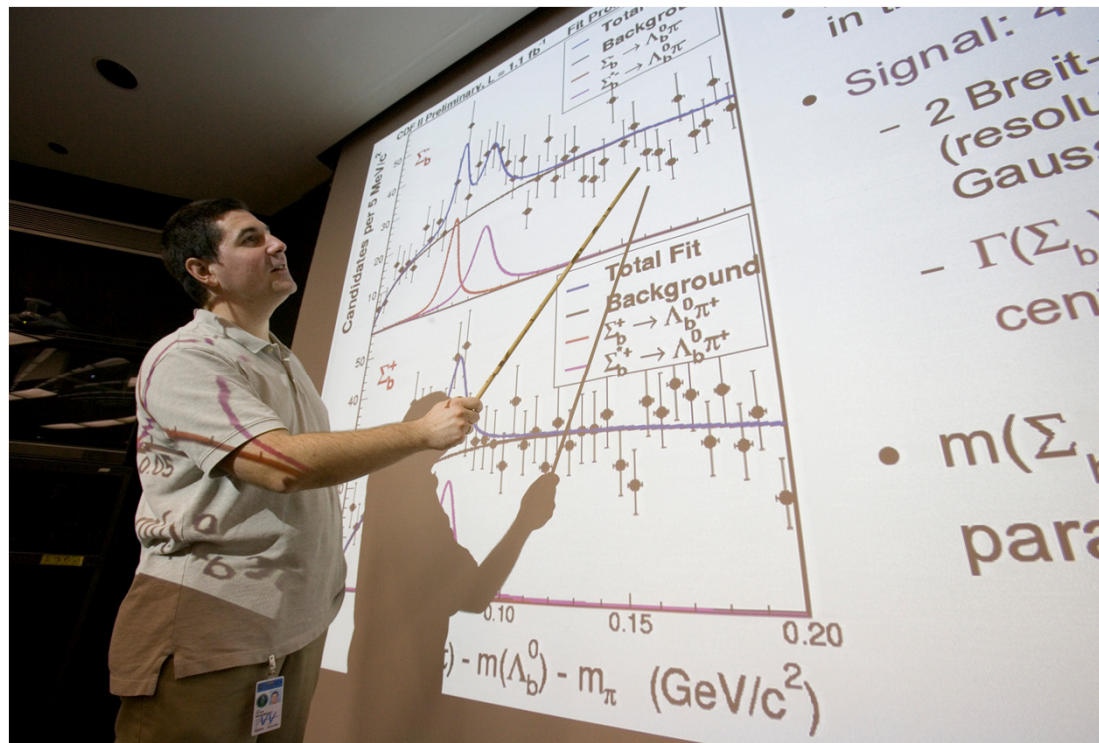
- Can also be used as intro in a full **sales pitch**

# The Sales Pitch

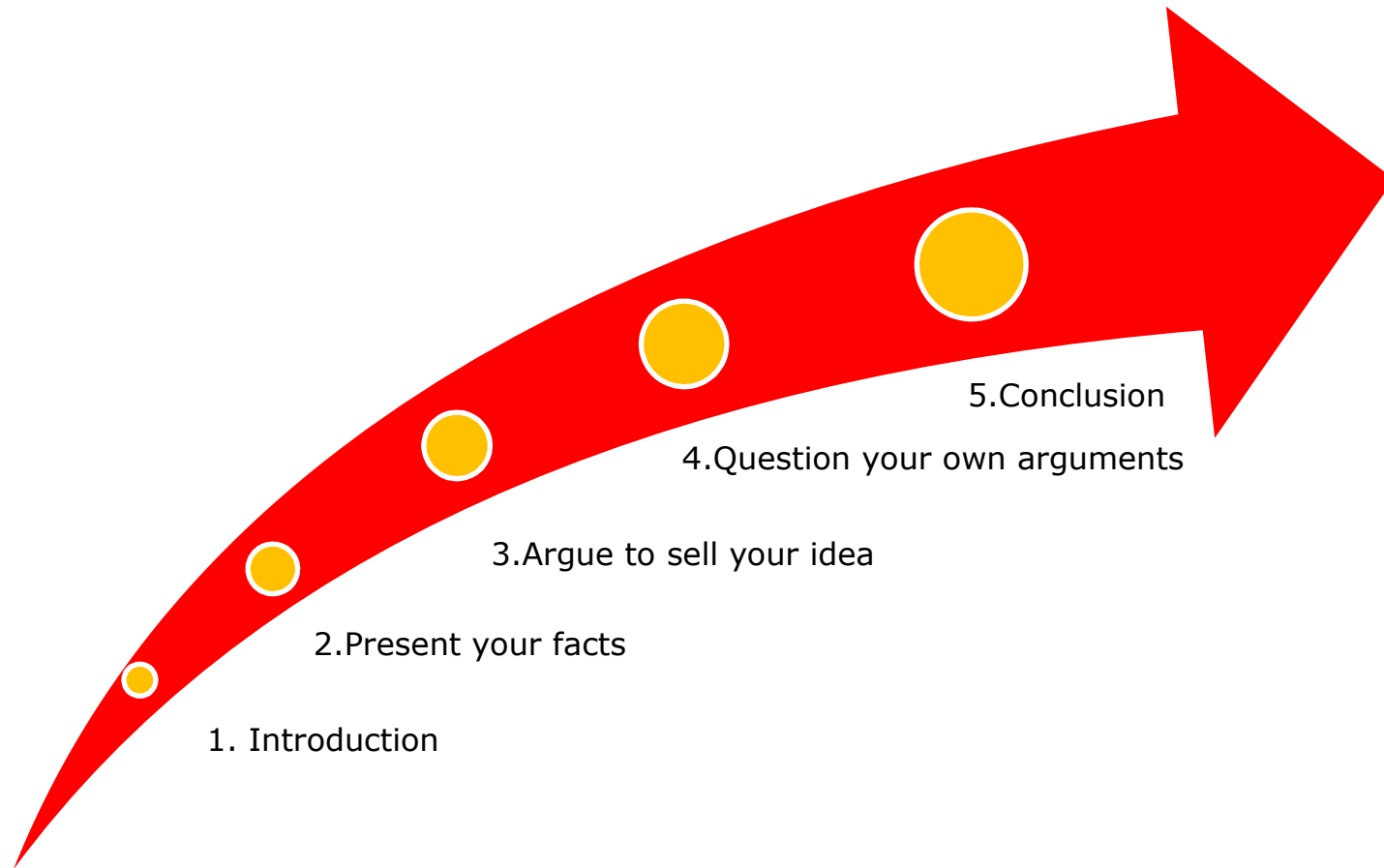




# ...Or the persuading & short project presentation



# 5 steps in a good sales pitch



# 1. Introduction

## A lot of **Ethos**

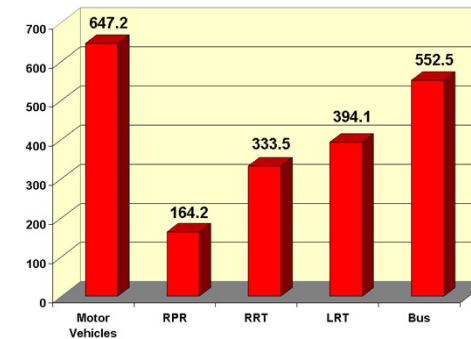
- ✓ Present yourself
- ✓ Create credibility
- ✓ Answer to “Why should we listen to you?”
- ✓ You can include your elevator speech here
- ✓ Use quotes, anecdotes, charm



# 2. Present your facts

## A lot of Logos

- ✓ Bring all the relevant points to the table
- ✓ Avoid adjectives (stay objective)
- ✓ Present the framework and the background
- ✓ Avoid presenting obvious/dummy details



# 3. Argue to sell your idea

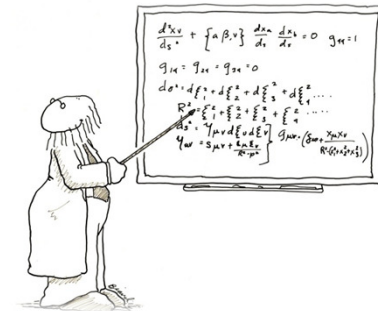
## A lot of **Pathos**

- ✓ Point at proofs
- ✓ Point at selling points (economic, social, green, emotional stuff )
- ✓ Be convincing
- ✓ Powerful words
- ✓ Emotional arguments



# 4. Question your arguments

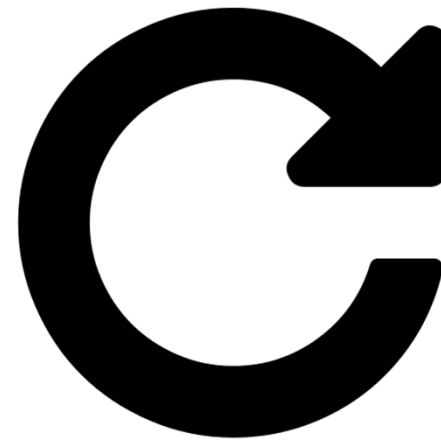
- ✓ Be critical towards your idea/project
- ✓ See arguments for & against
- ✓ Admit weaknesses
- ✓ Turn weaknesses into strengths
- ✓ Be one step ahead of the listener:



- *"It may not be the perfect solution yet, but we will fight to get there"*
- *"We will not get there alone, but we will get the right people to support us"*
- *"We need change and this a good step on the way"*

# 5. Conclusion

- ✓ Repeat what you have said
- ✓ Be brief
- ✓ Conclude



# It takes 4 P's:

- Preparation
- Production
- Practice
- Presentation



# How to prepare the sales pitch?

# Write/summarize your sales pitch in five sentences:

Write one sentence for each step:

1. Introduction      Who, what, how, why?
2. Facts              Details, background
3. Argues for        Proofs and key selling points
4. Argues against    Con 's - but look forward
5. Conclusion        Conclusion

# Summary

- General oral presentation tips
  - LOGOS – ETHOS - PATHOS
- The elevator pitch
  - The extremely short, oral presentation    The N A B C
- The sales pitch
  - The short, visually aided presentation    The 5 steps
- Tools for exercise

# Questions?

# Elevator pitch exercise

**3000mAh Solar Powered Charger Case  
Back Up Battery for iPhone 5 / 5S**



Home Page

## Elevator pitch practice:

You are participating in a student competition that recognizes and celebrates the creativity, discipline and skills to concisely and convincingly sell a new product.

### Specifications:

-You are a new **Solar Powered Charger Phone Case brand** that wants to sell their new phone case to the biggest Phones Accessories Shop in Copenhagen. By doing this you can attract the attention of many other big phone companies and collaborate with them in the future.

### What you have to do?

An elevator pitch where you present your new product in 1 minute, following the guidelines of the elevator pitch (Need -Approach –Benefit - Competition).

### A little inspiration on :

<http://www.ebay.co.uk/itm/3000mAh-Solar-Powered-Charger-Charge-Case-Back-Up-Battery-for-Apple-iPhone-5-5S-/271427432153>

Next thursday:  
Visual stuff and posters!

# Thank you!

Thomas Scott Lund – Nicolai Sederberg Rottbøll

[www.quercus-group.com](http://www.quercus-group.com)