



How to present effectively a start-up idea,
the research outputs or simply yourself

Pisa, 31 marzo 2016



Why me?



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UNIVERSITÀ
DEGLI STUDI
FIRENZE

DIPARTIMENTO DI INGEGNERIA INDUSTRIALE
Dottorato di Ricerca in *Ingegneria Industriale*
Curriculum
Progetto e Sviluppo di Prodotti e Processi Industriali

Scheda di valutazione dell'attività del dottorando

Dottorando:

Tutore:

Ciclo:

valutazione del lavoro:

- Chiarezza nell'illustrare il posizionamento della ricerca rispetto allo stato dell'arte (I anno).
- Rigore scientifico (II, III anno)
- Evidenza del contributo del candidato (II, III anno)

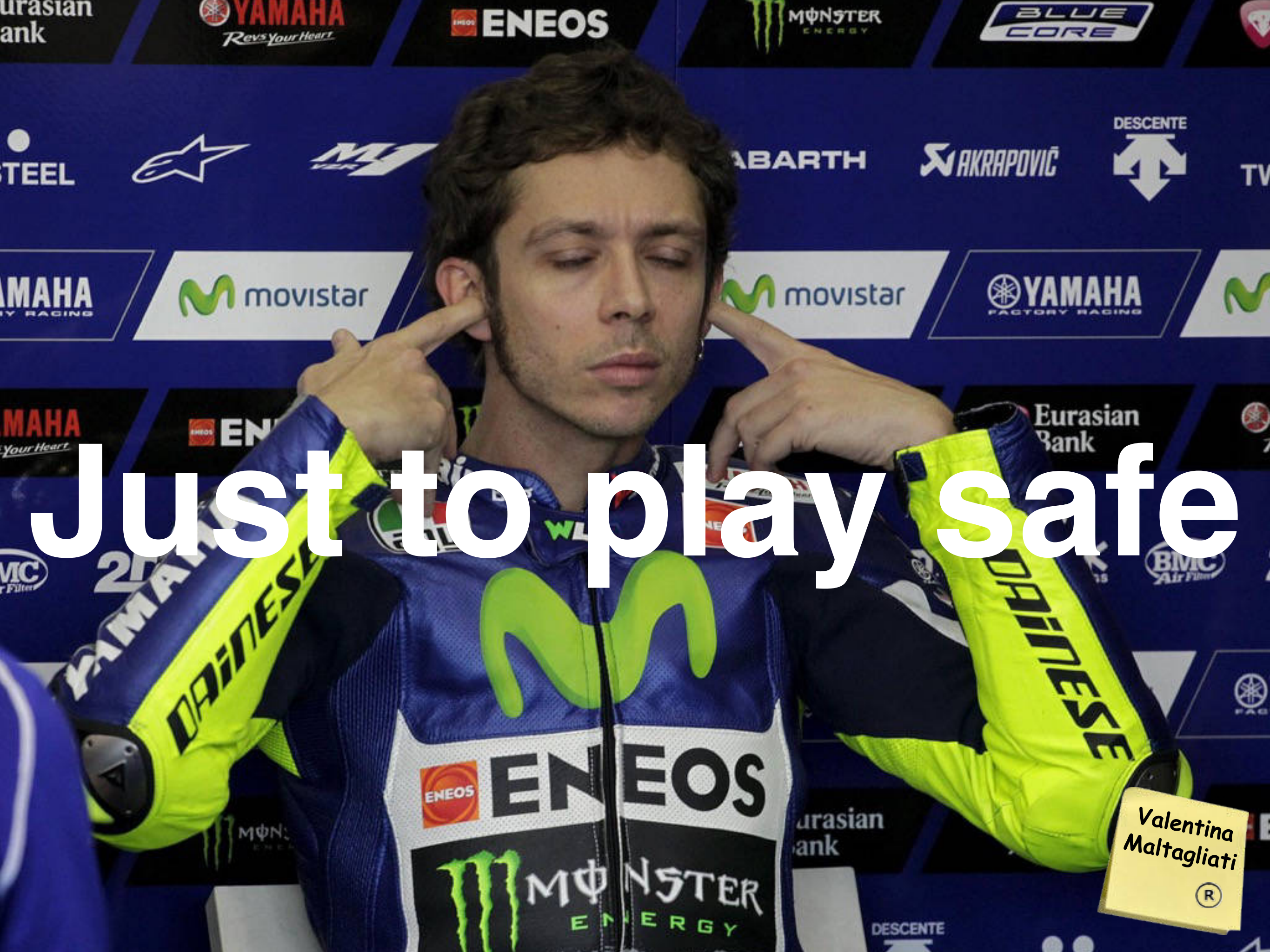
valutazione della presentazione:

- Capacità comunicativa e qualità dell'esposizione verbale
- Qualità del documento proiettato (ppt)
- Capacità di replica

Commenti e suggerimenti

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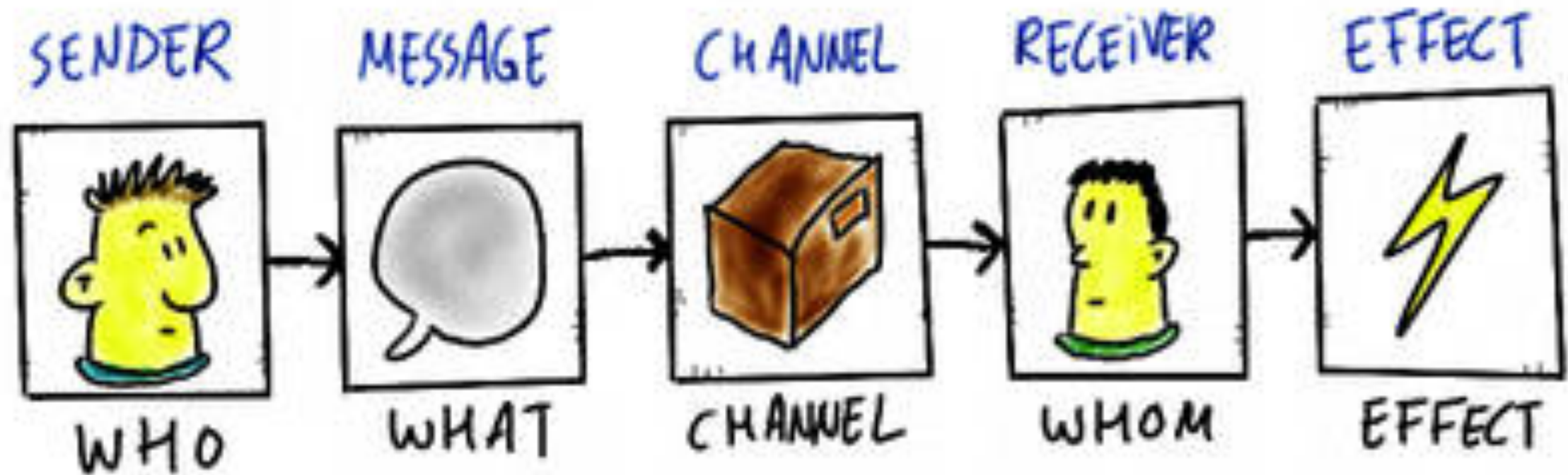




Just to play safe

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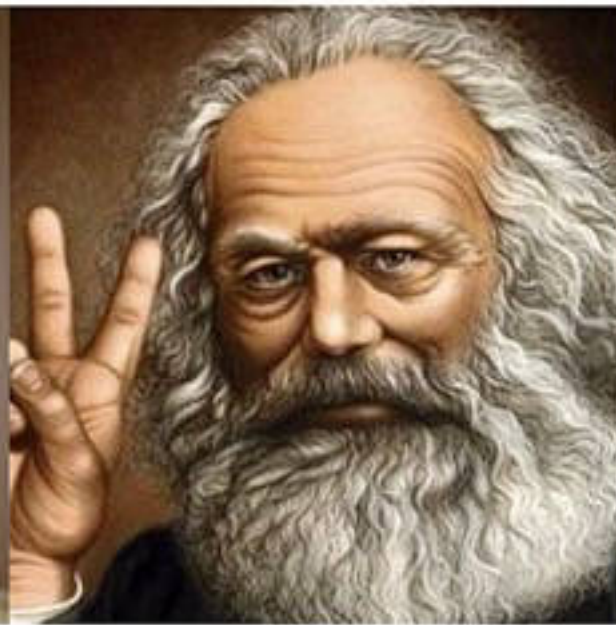
Communication is a process



It is NOT exact science



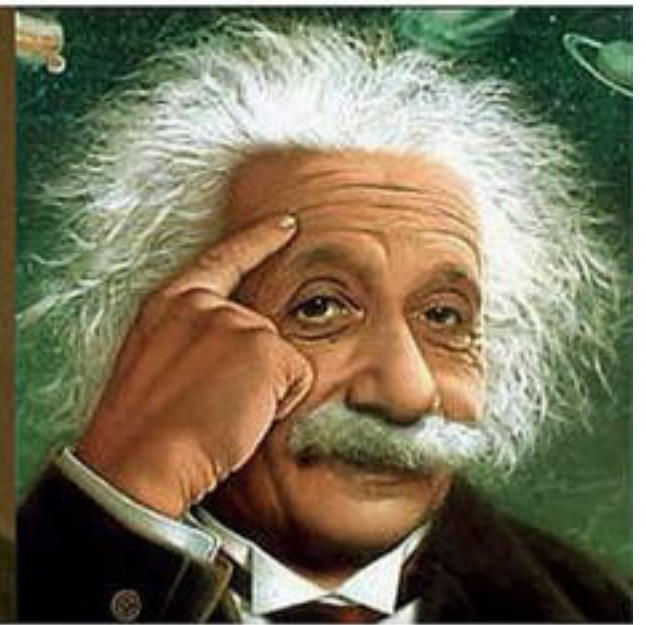
EVERYTHING IS LOVE



EVERYTHING IS MONEY

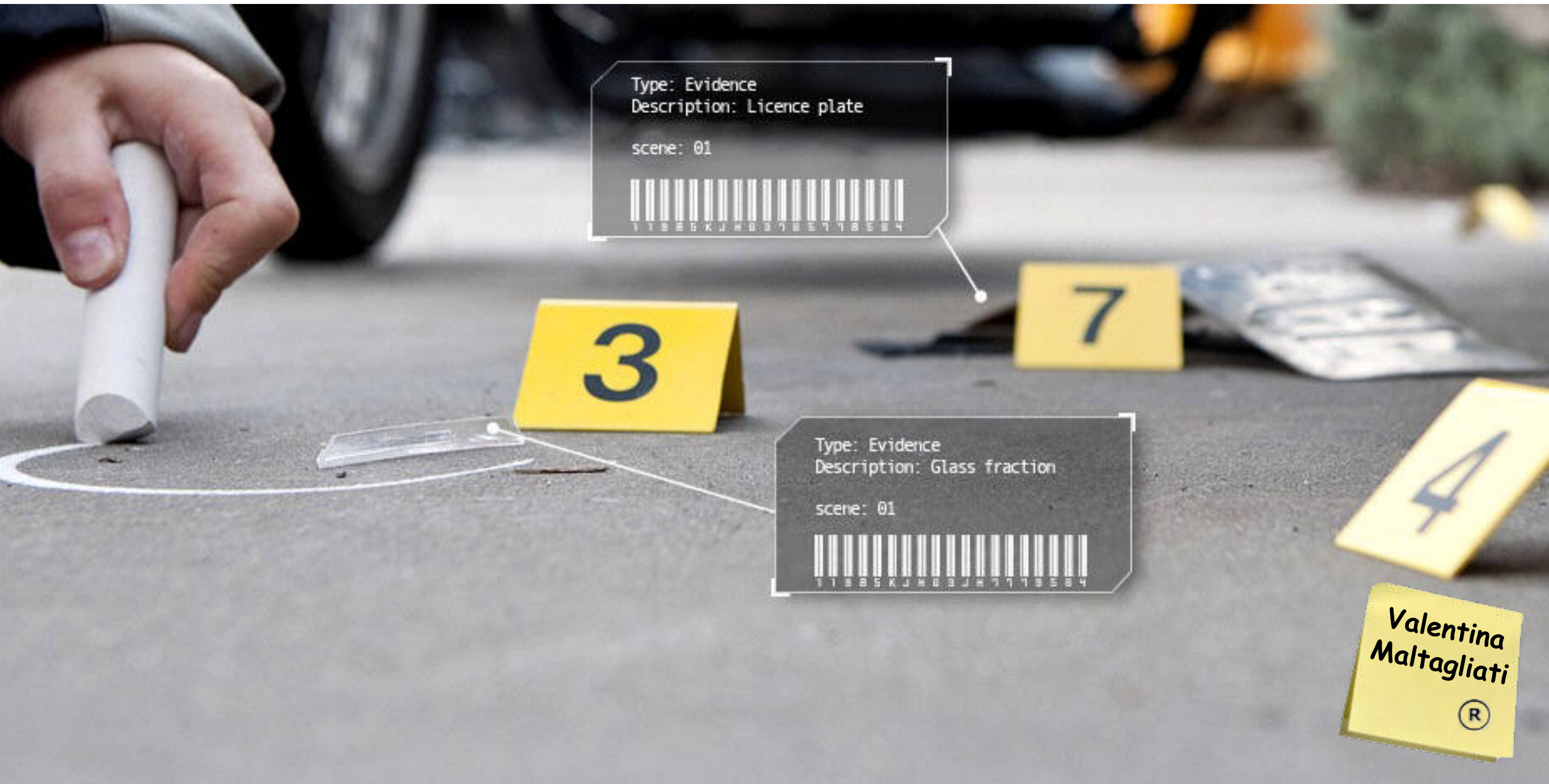


EVERYTHING IS SEX



EVERYTHING IS ... RELATIVE

But there are evidences



携帯電話の通信網の構成（被災時）（例docomo）

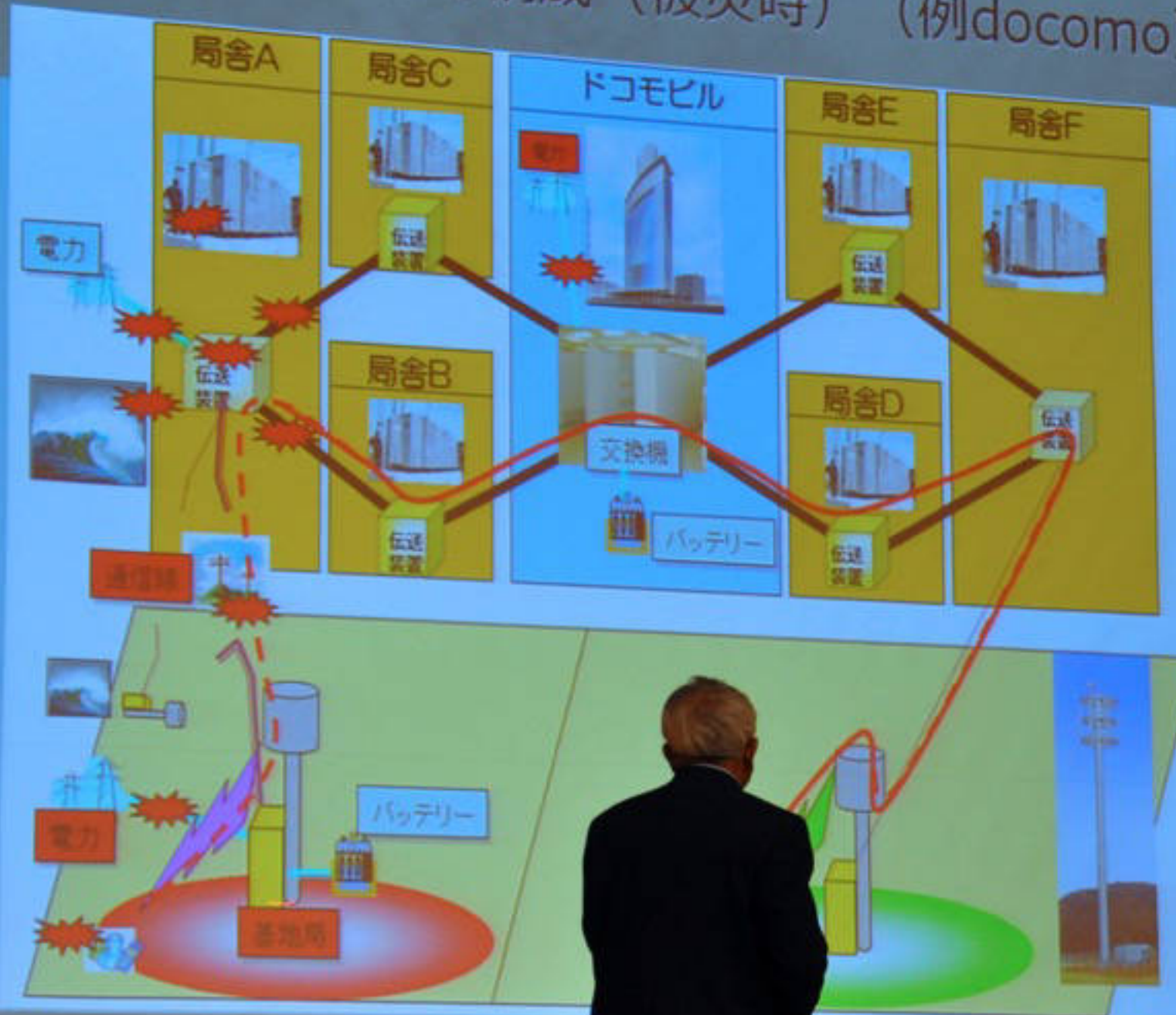


Fig 16



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Stevenotes, the colloquial expression for his superlative keynote presentations where new Apple products, services and roadmaps were announced.



Before/after evidence



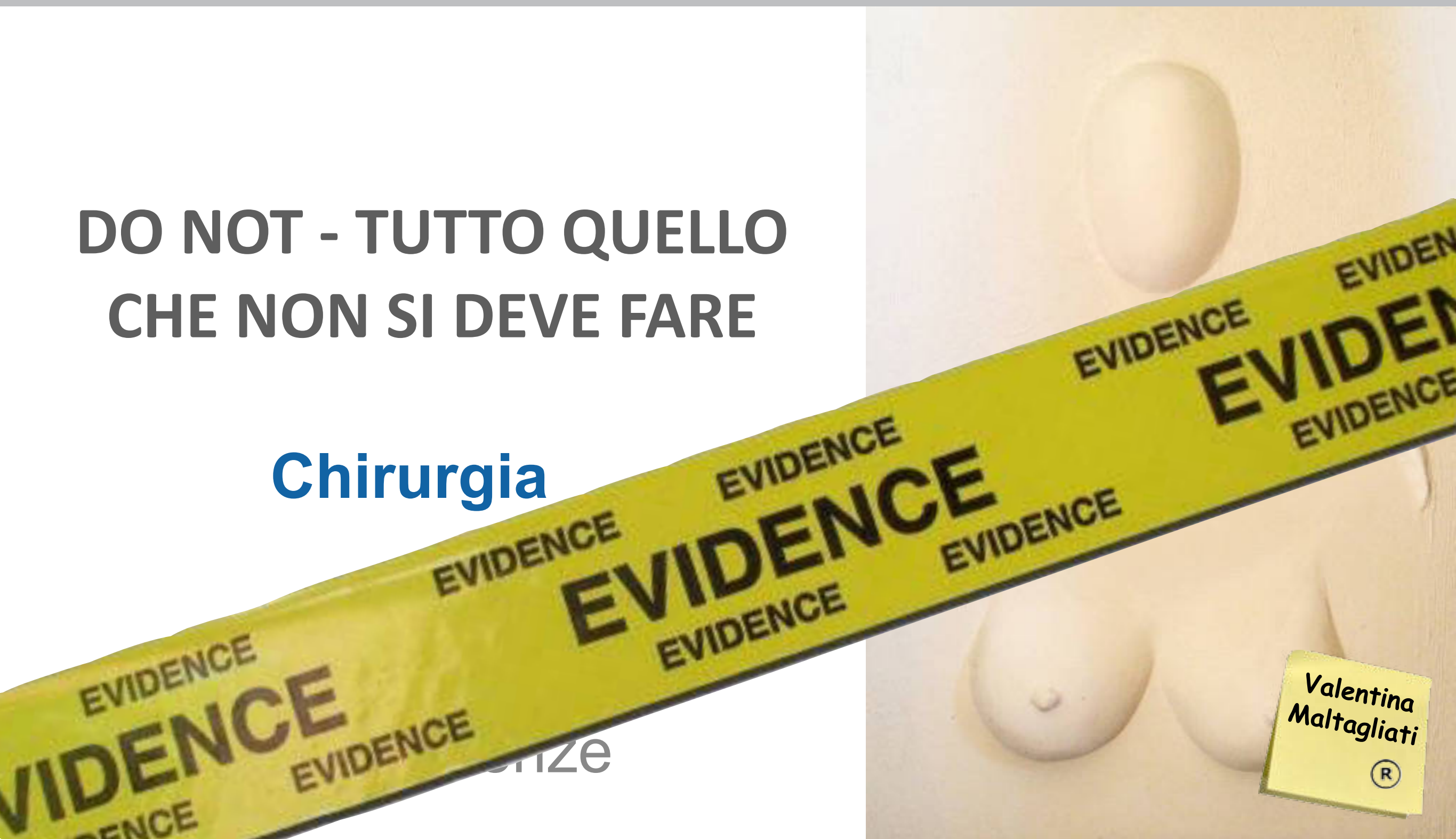


attualità in senologia

Firenze, Palazzo dei Congressi, 4-6 novembre 2015

**DO NOT - TUTTO QUELLO
CHE NON SI DEVE FARE**

Chirurgia



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Don't

PRESS THE RED BUTTON



Don't

PRESS THE RED BUTTON

- Cosa non deve essere fatto in chirurgia?
- Chi lo dice?

Obesity among OCED nations

percentage of population aged 15 and above with a BMI greater than 30 (2004)



• Excess weight, leading to health problems
 • Excess weight, leading to health problems
 • Excess weight, leading to health problems
 • Excess weight, leading to health problems



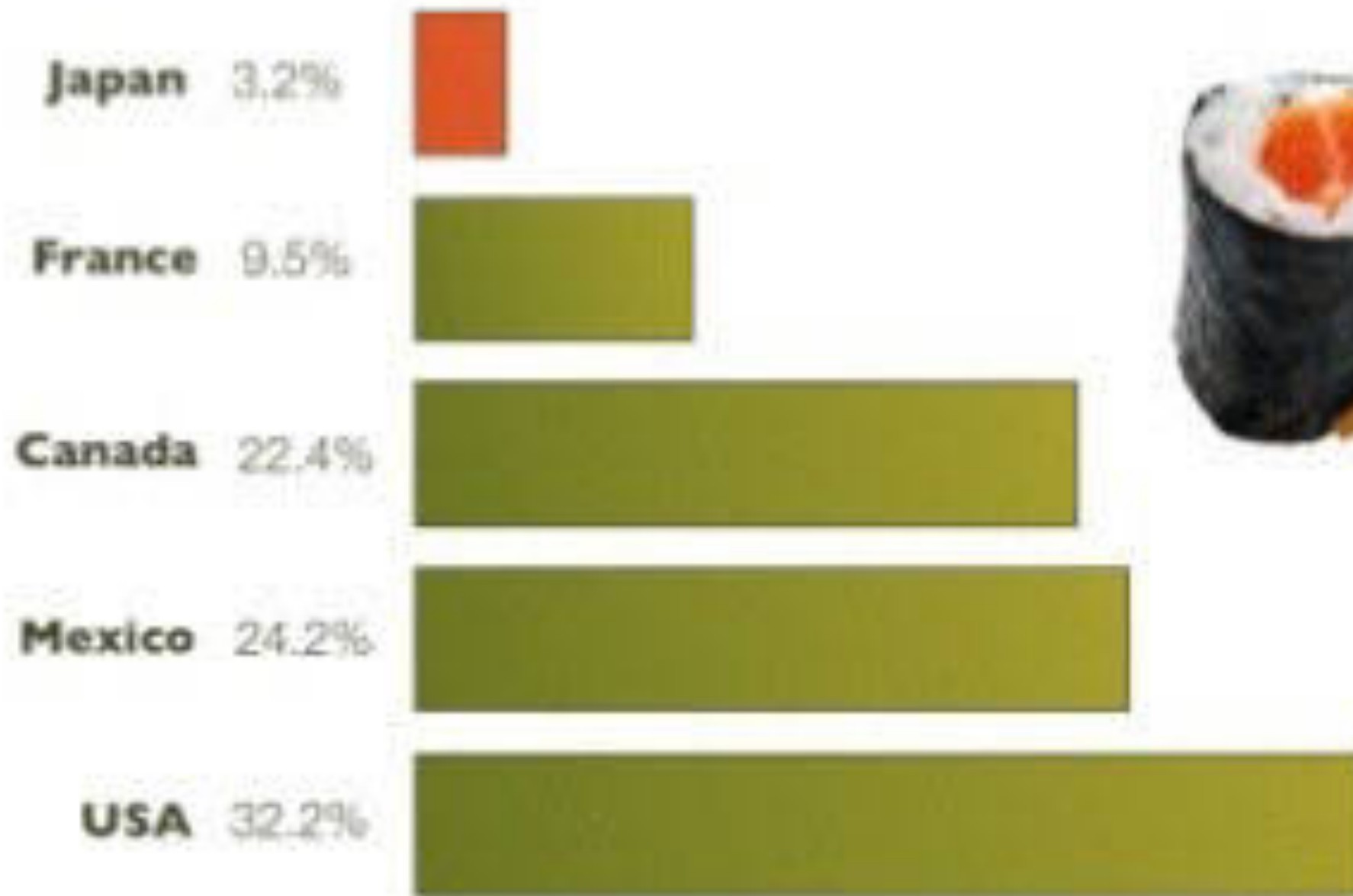
- Excess weight, leading to health problems
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3.2% of Japanese are "Obese"



OECD Factbook 2017

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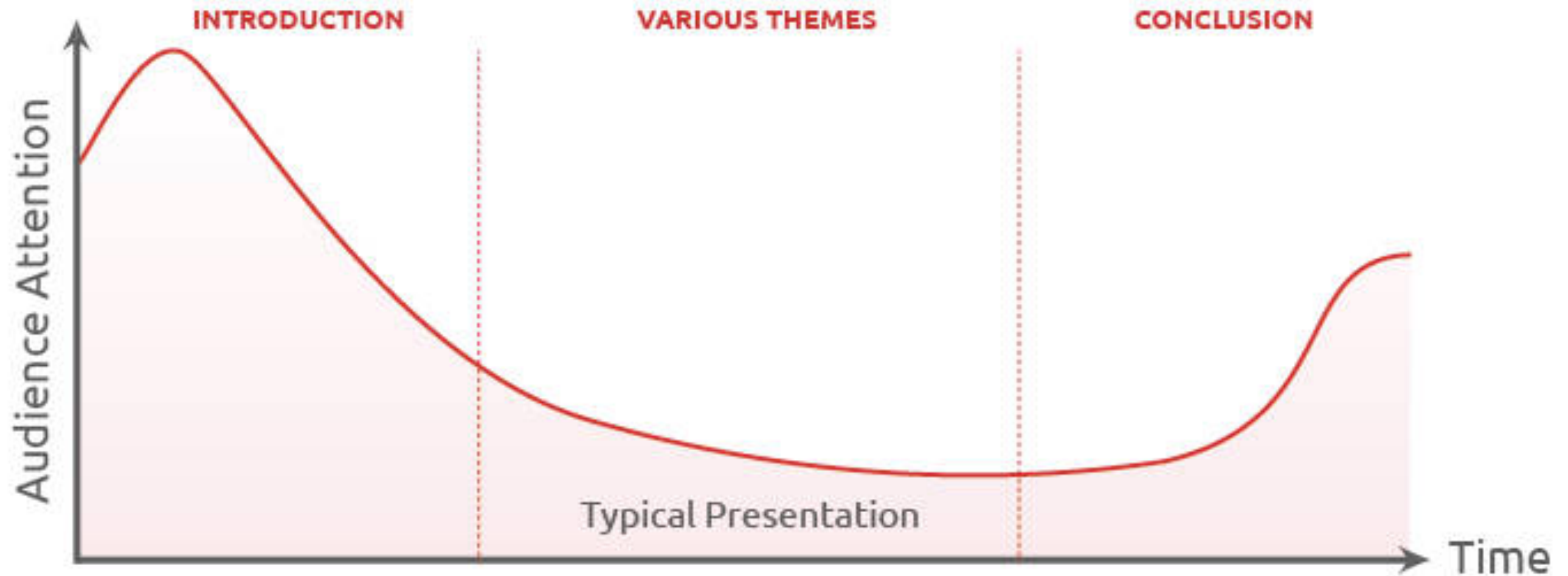
®



Tell the audience
what you're
going to say,
say it;
then tell them
what you've
said.

Dale Carnegie

Audience Attention Span



Attention span

Is the ability to keep mind focused on something through careful observing or listening.









?



GIZMODO



iPod



Phone



Internet



GIZMODO

Guideline: minimise the number of potential sources of information



The Microsoft "Live" Platform



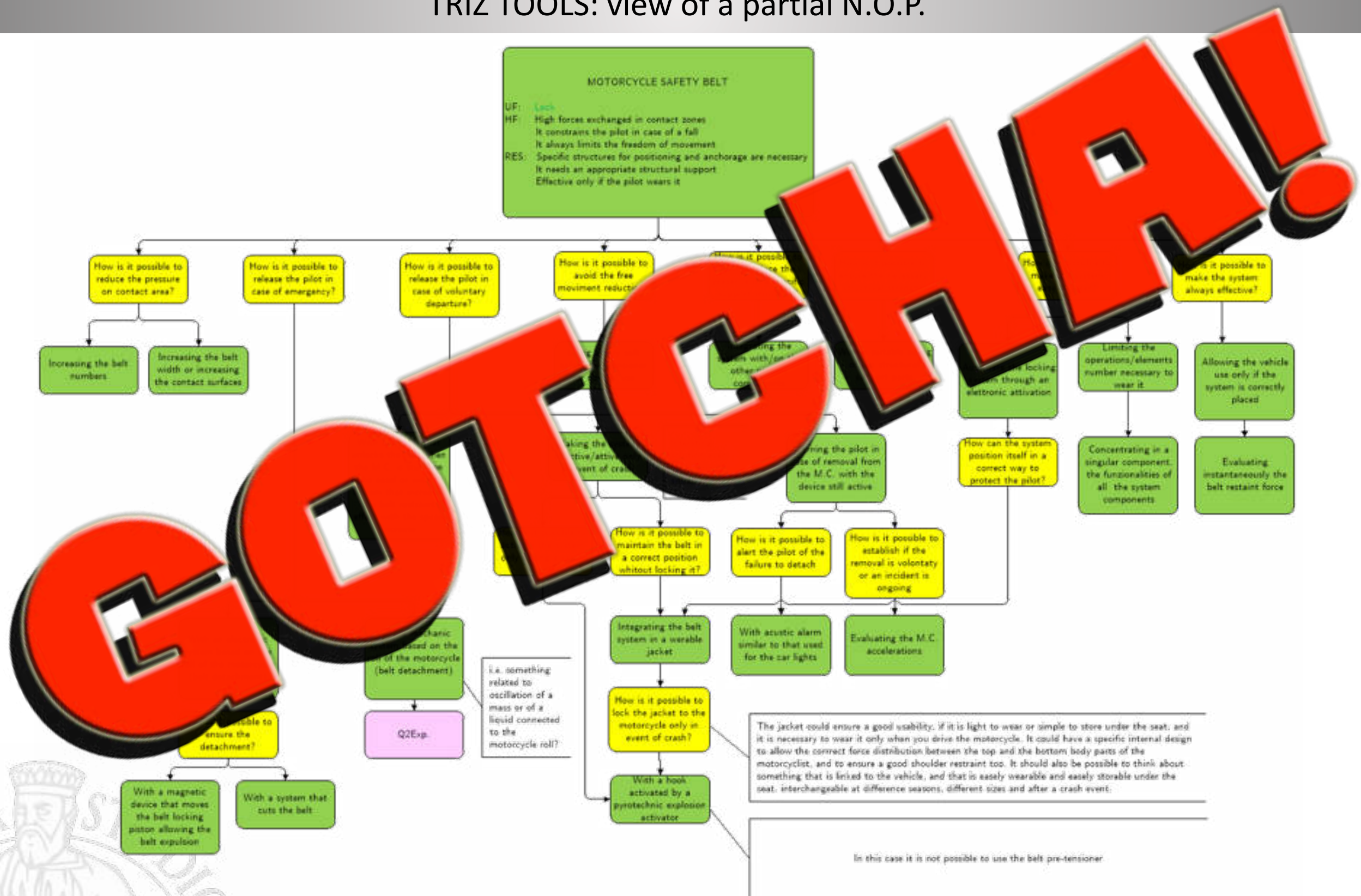
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TRIZ TOOLS: view of a partial N.O.P.



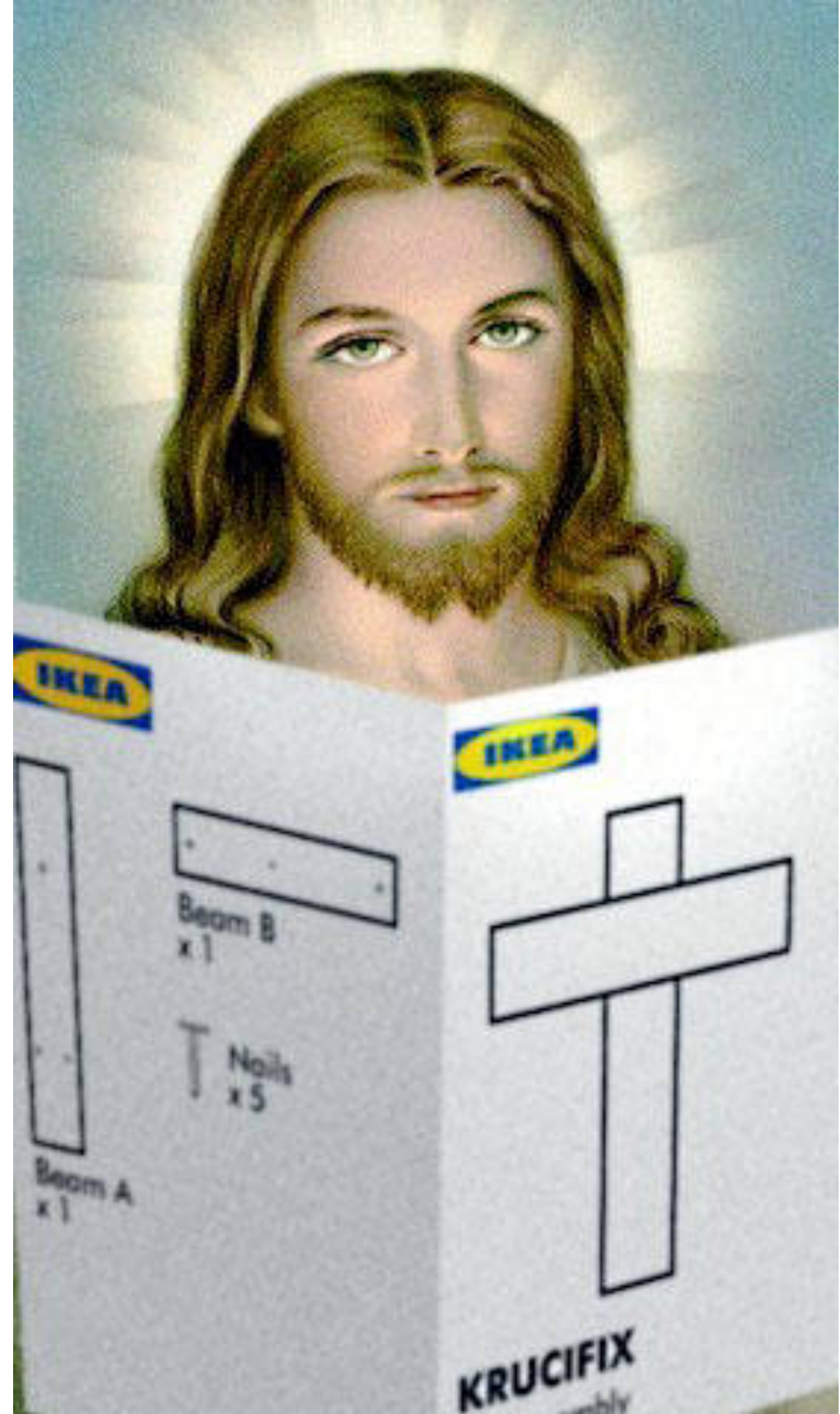
MOTORIST PROJECT: Planning of Gustavo D. Gil (ESR 2.5)

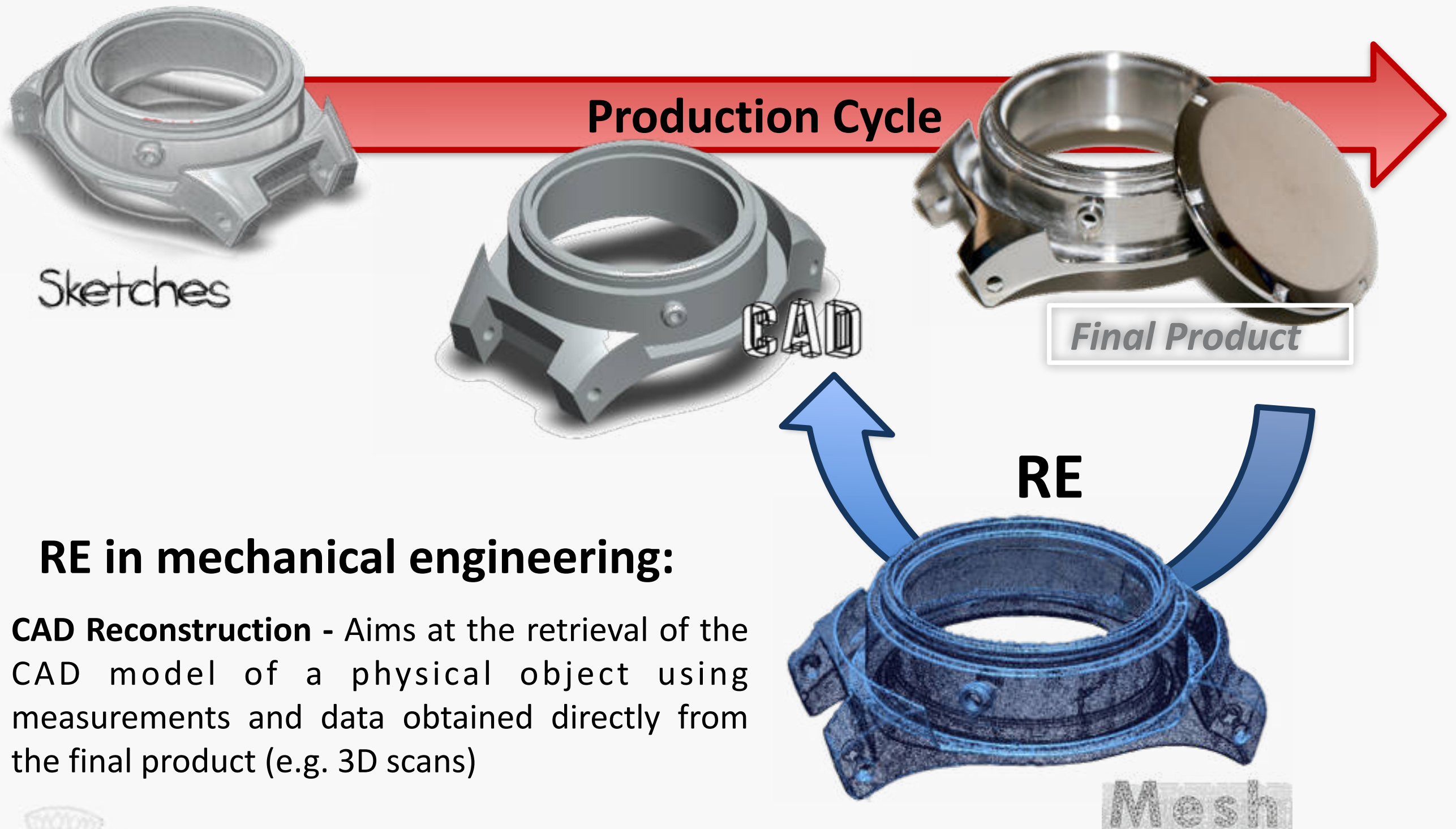
	First Semester						Second Semester						
	Q4			Q1			Q2						
	October	November	December	January	February	March	April	May	June	July	August	September	
2014/15	Review of motorcycle safety systems			Study of traffic accident analysis						KBMS definition			
				Statistics analysis			KBMS definition		Study of Motorcycle Dynamics				
				Study of Motorcycle Dynamics						Revision of motorcycle EU projects			
				Revision of motorcycle EU projects			Study of Motorcycle Dynamics		Definition				
	October	November	December	January	February	March	April	May	June	July	August	September	
2015/16	KBMS def.	Hardware definition and Purchase					Publication and Design		Thesis writing for Obstacle Detection (Matlab)				
	Publication			Design			Thesis writing		Test on Smartphone		Publication		
	Motorcycle S.F. Def.									2nd Dataset		TU Delft	
							webinar		MSc. thesis direction				
	October	November	December	January	February	March	April	May	June	July	August	September	
2016/17	Thesis writing (C++ with Open CV)			4th Dataset			Siemens		Publication		Dissertation		
	Publication			Lecturing							Outreach activities		
				Publication D. 2.6									

REFERENCES:
Time used
Remaining time
Done
Secondment



Disegni vs. Istruzioni

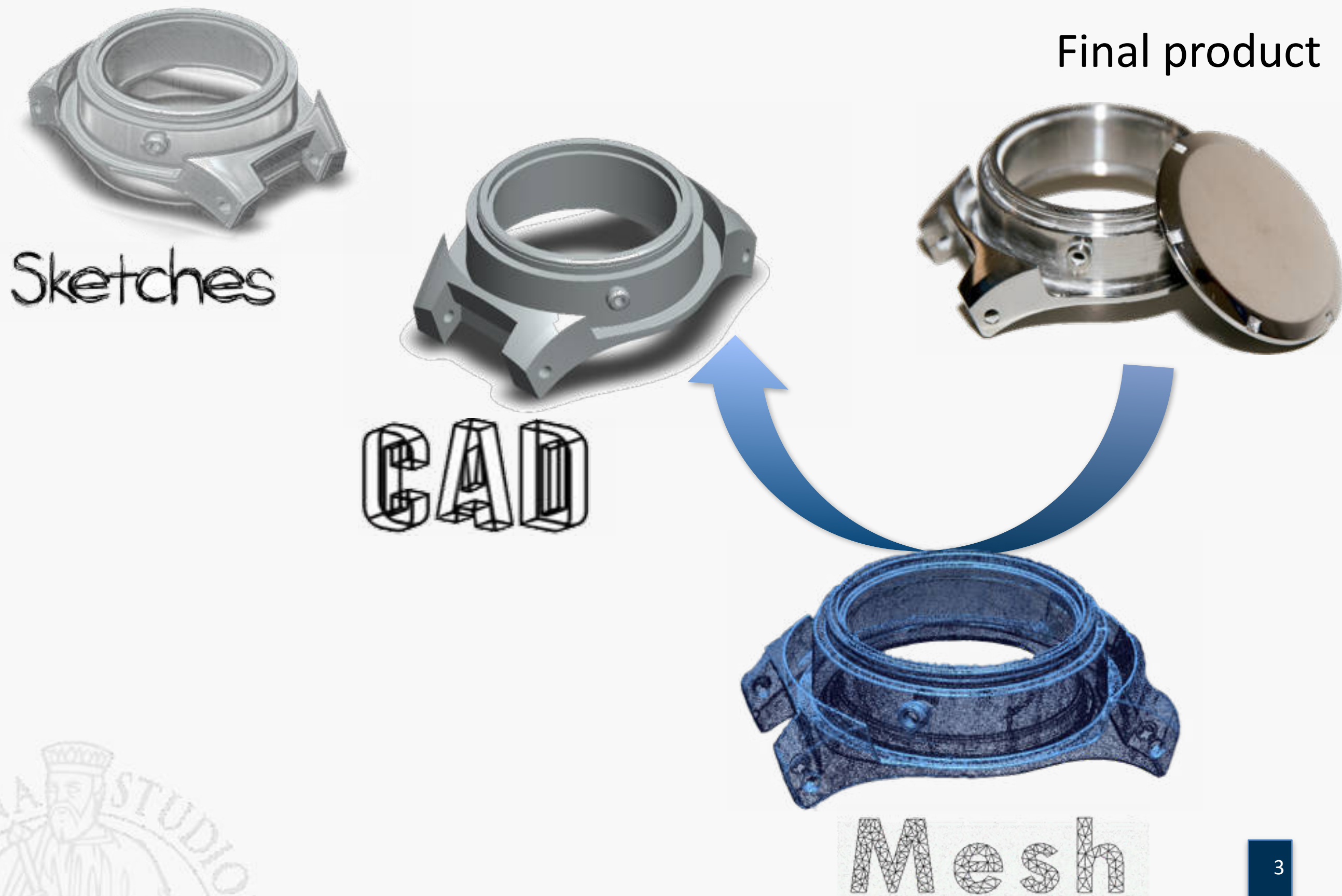




RE in mechanical engineering:

CAD Reconstruction - Aims at the retrieval of the CAD model of a physical object using measurements and data obtained directly from the final product (e.g. 3D scans)

1. State of the art of CAD Reconstruction and Constrained Fitting



Bad use of colours

- Distract
- Confuse
- Headache
- Nausea
- Colourblind

		Type		
		front	rear	combined
Rider	1	9,0%	4,0%	87,0%
	2	0,3%	28,9%	70,8%
	4	12,5%	4,2%	87,0%
	5	2,6%		
	6	3,5%		73,0%

- 11561braking events were extracted.
- was extracted from the datasets
re-processed in total

		Brake_f_R		
		Front Braking	Rear Braking	Rear and Front inters
Rider	1	42,4%	18,6%	39,0%
	2	4,0%	85,4%	10,7%
	4	63,5%	13,5%	22,9%
	5	8,6%	73,7%	17,7%
	6	10,9%	67,9%	21,2%



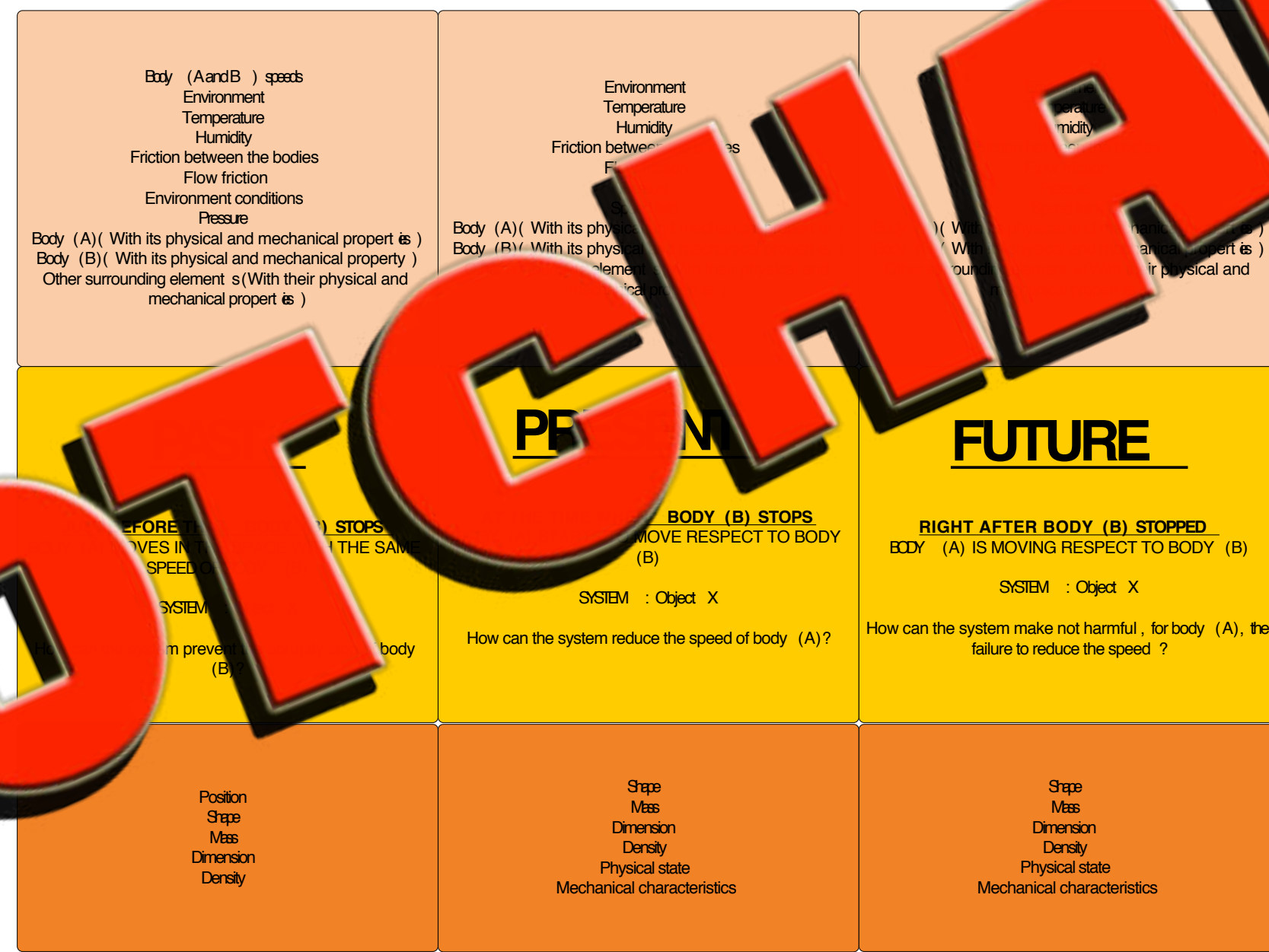
TRIZ TOOLS: Study of the problem

What is the main problem that we wish to resolve?

Reduce the motorcyclist accident injuries

The System Operator must find a way to prevent the accident

The S.O. helps us to: find available system resources



Time line

System

System

Sub system

Rethinking Presentation Slides: The Assertion-Evidence Structure

A small, but growing, **revolution** is occurring in the way that engineers and scientists design their presentation slides.





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1. Elevator Pitch essential
- 2.
3. Presentation skills for research outputs
- 4.
5. Learning by deliberate practice




1.

Elevator Pitch or Statement



E' un discorso di **pochi secondi** da fare ad un potenziale investitore se ci si trovasse per caso con lui in ascensore.



A man in a dark suit and tie is shown from the chest up, holding a silver handgun in his right hand. He has a serious expression. In the foreground, a hand is raised with fingers spread. The background is slightly blurred, showing other people in a room.

The term grew out of the
limited time
entrepreneurs are given
to pitch their product to
potential investors.

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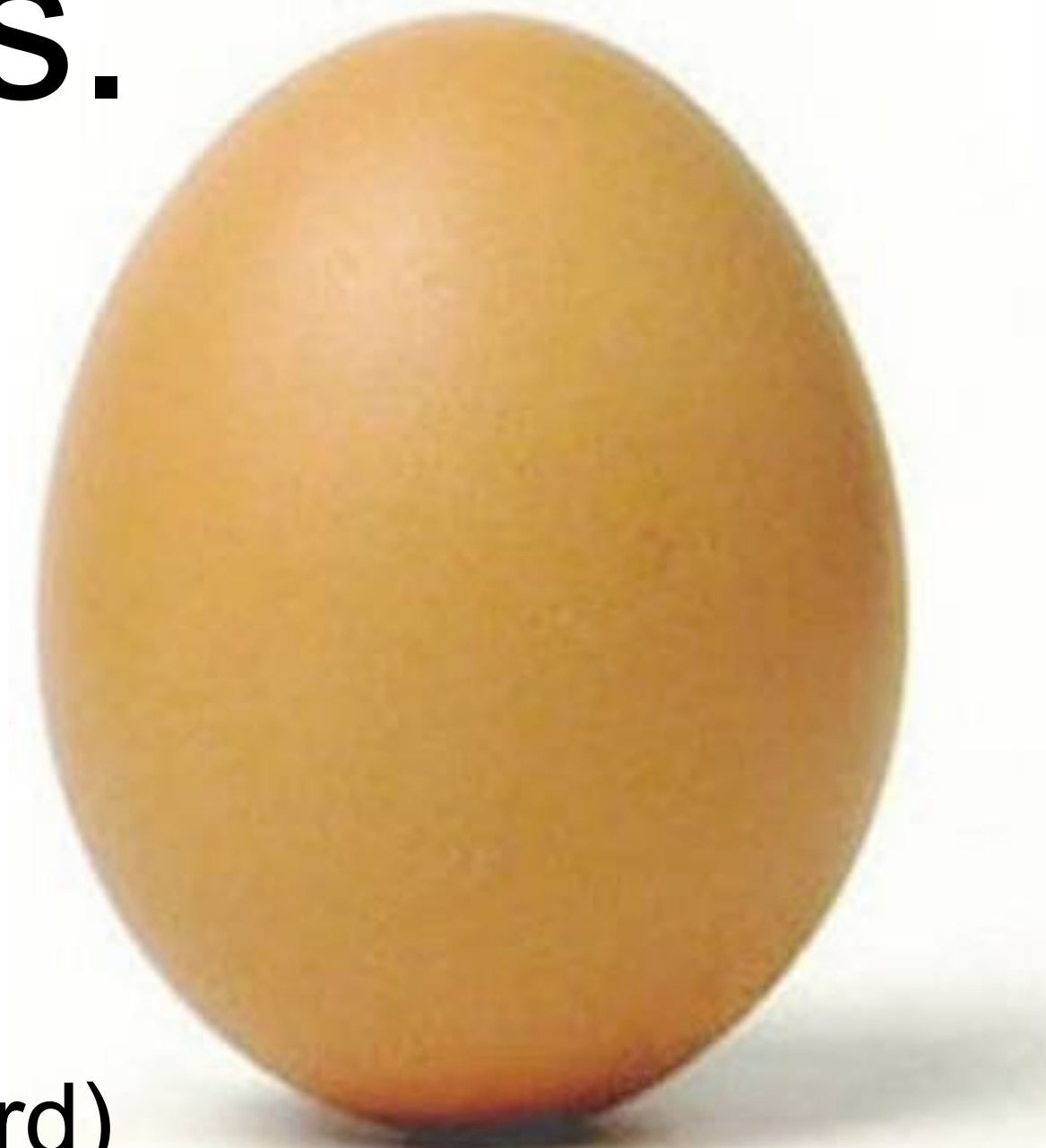
Coming up
with creative
ideas is easy;
selling them to
strangers is
hard.



Ducks lay eggs discreetly, on the other hand a chicken makes noise so the whole estate can hear. What is the result?

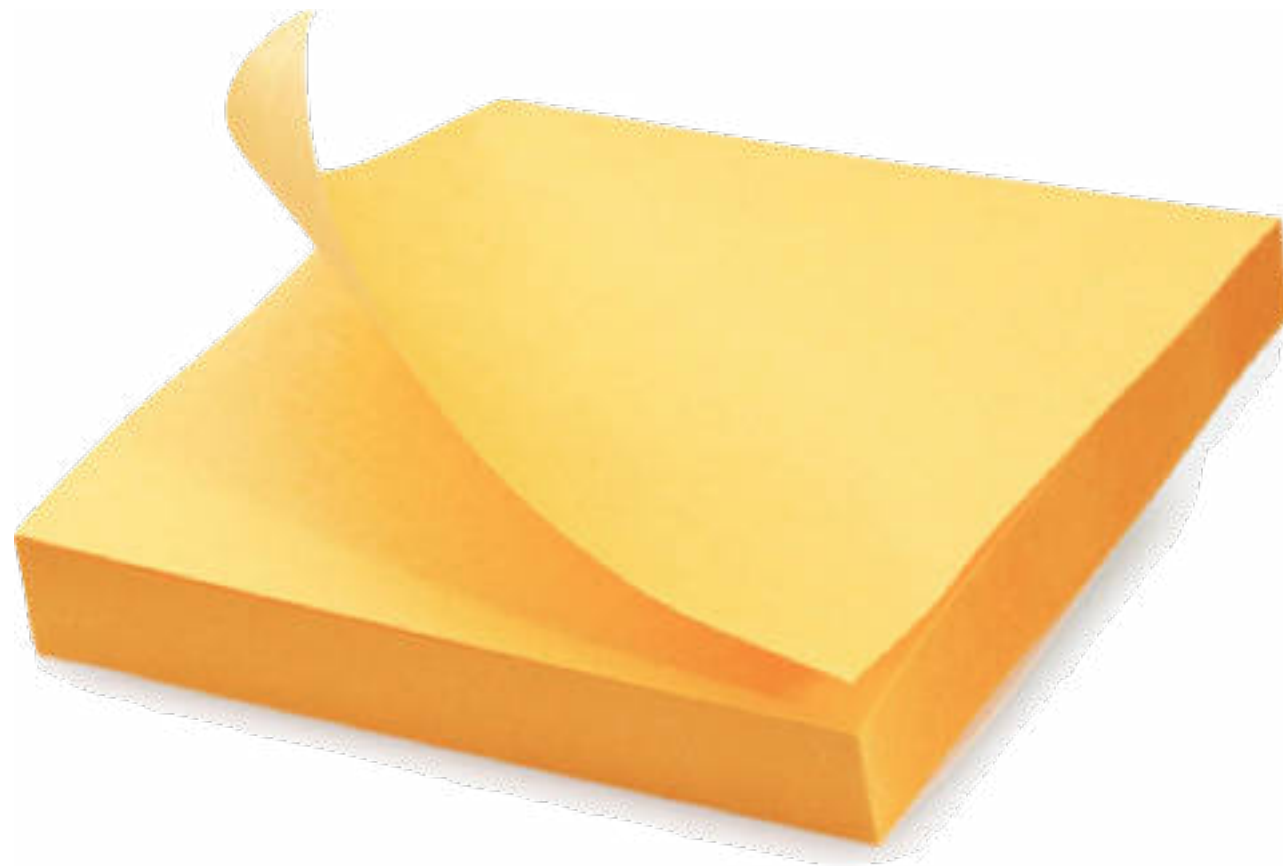


“The whole world eats
chicken eggs, just few
use duck eggs.”



(Henry Ford)

Elevator Pitch: 5 slides in 5 minutes



Project/Startup's name (+ logo)

Brief description of the business (Tag Line)

Speaker Name and Surname

Title



Problem or want

- ✓ What problem do you solve?
- ✓ What opportunities do you provide for people (i.e. to be faster, more cost-effective, more efficient, happier, safer...)
- ✓ How many people need this problem solved?
- ✓ Have you validated that people will pay to have it solved?

*In this slide you
have to catch the
attention letting
your audience
understand a real
NEED.*

Product or Service

As simple as possible: what does your product do for customers?

How does it work?

How have you tested it with customers?



KISS

Keep It Short and
Simple
(or Simple Stupid)

Use data and facts to strengthen your case.

(Demo)

Show physical product. Screenshots. Rendering.

Live demo: always risky, but powerful if it works....

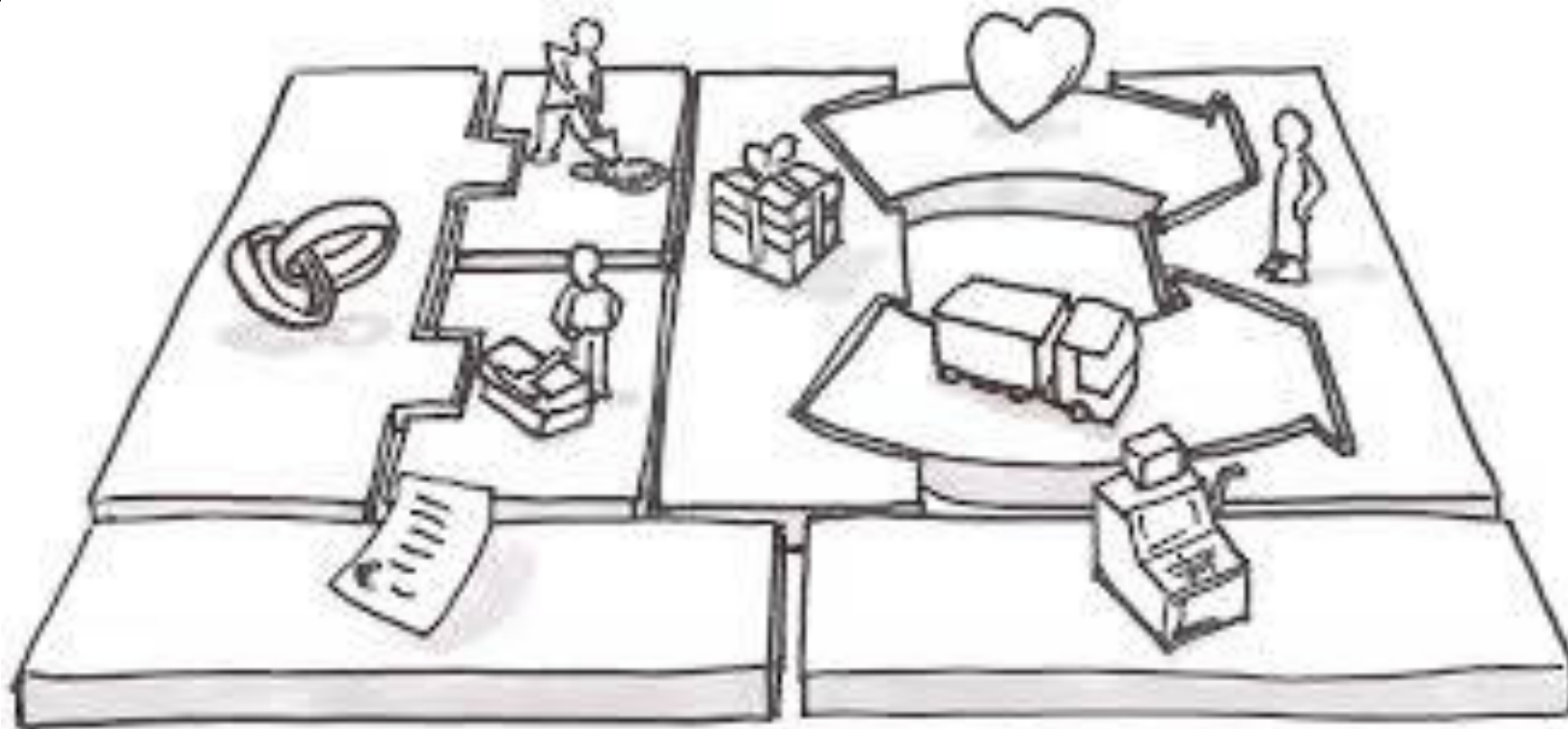
Business Model

How do you get paid?

What's the opportunity for growth?

How can you scale beyond your current scope: new industries, territories, applications of partnerships and technology?

How do you
make money
or add
VALUE

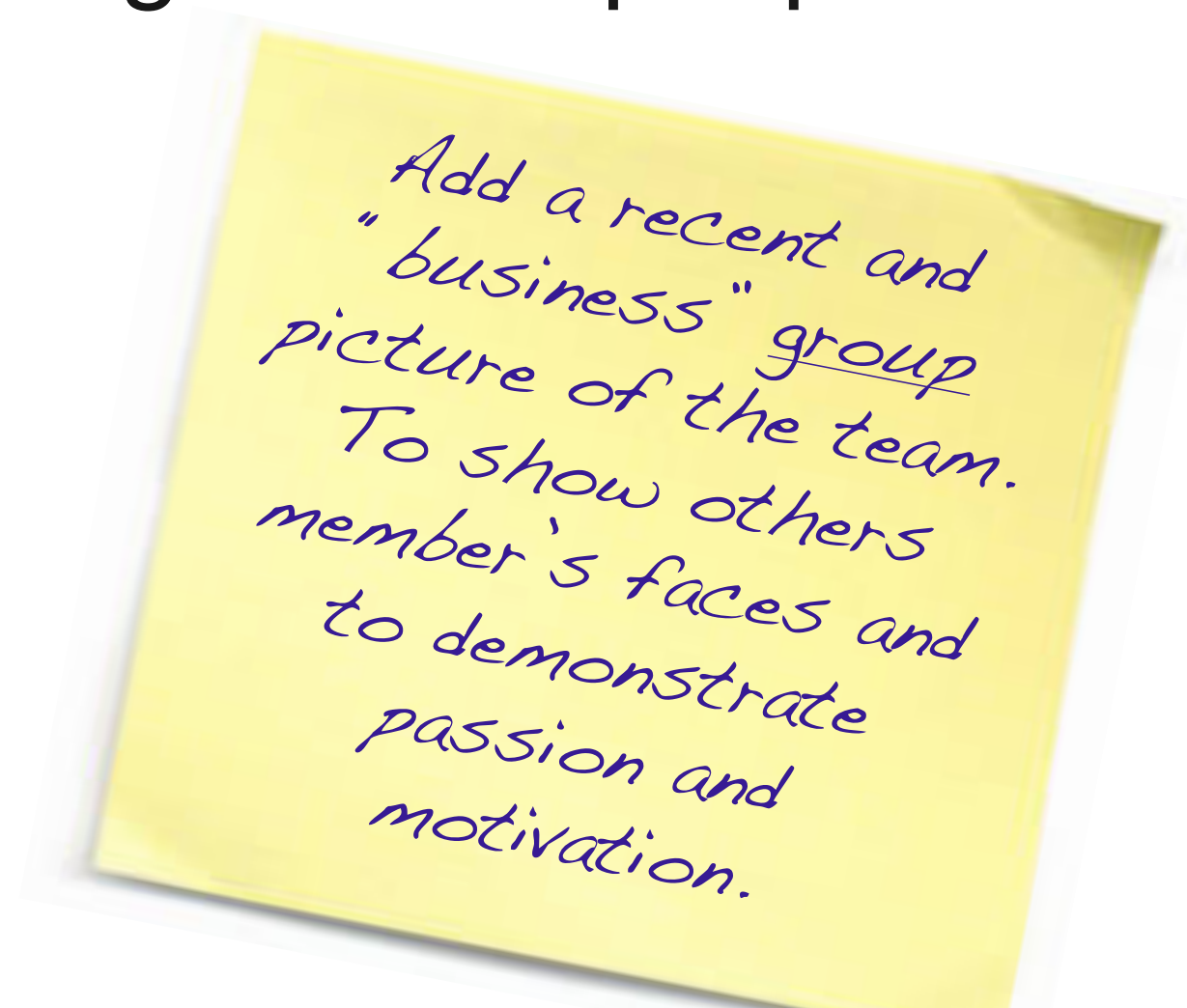


Team

What relevant experience does your team have that supports your story?

Brands worked for? Achievements? Sales success?

What binds you together as people and entrepreneurs?



Contacts



email
(mobile phone)
website/Facebook page



Usually we
take a
picture of
this slide.
Write it
VERY BIG!

2.

**What does
presentation "skill"
means?**



Soft Skills definition:

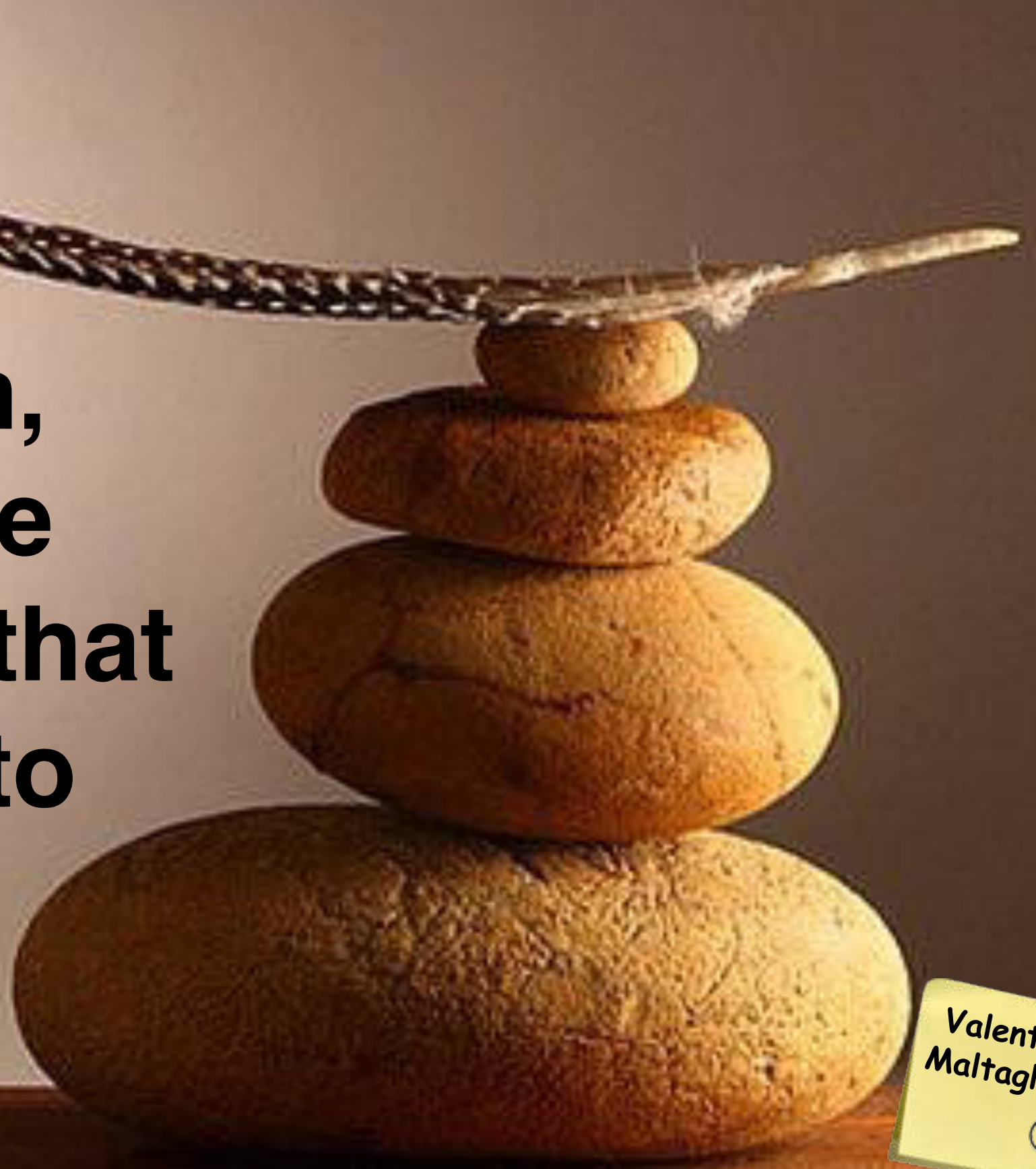
What is: Soft skills are personal attributes that enhance an individual's interactions, job performance and career prospects. Unlike hard skills, which are about a person's skill set and ability to perform a certain type of task or activity, soft skills are interpersonal and broadly applicable.



**Soft skills is an unfortunate term.
It sounds weak or dull.**



**By definition,
soft skills are
those skills that
are difficult to
measure.**



Presentation skills



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Presentation vs. Article

Advantage



Q&A

Presentation offers someone on stage to **answer questions** for the audience



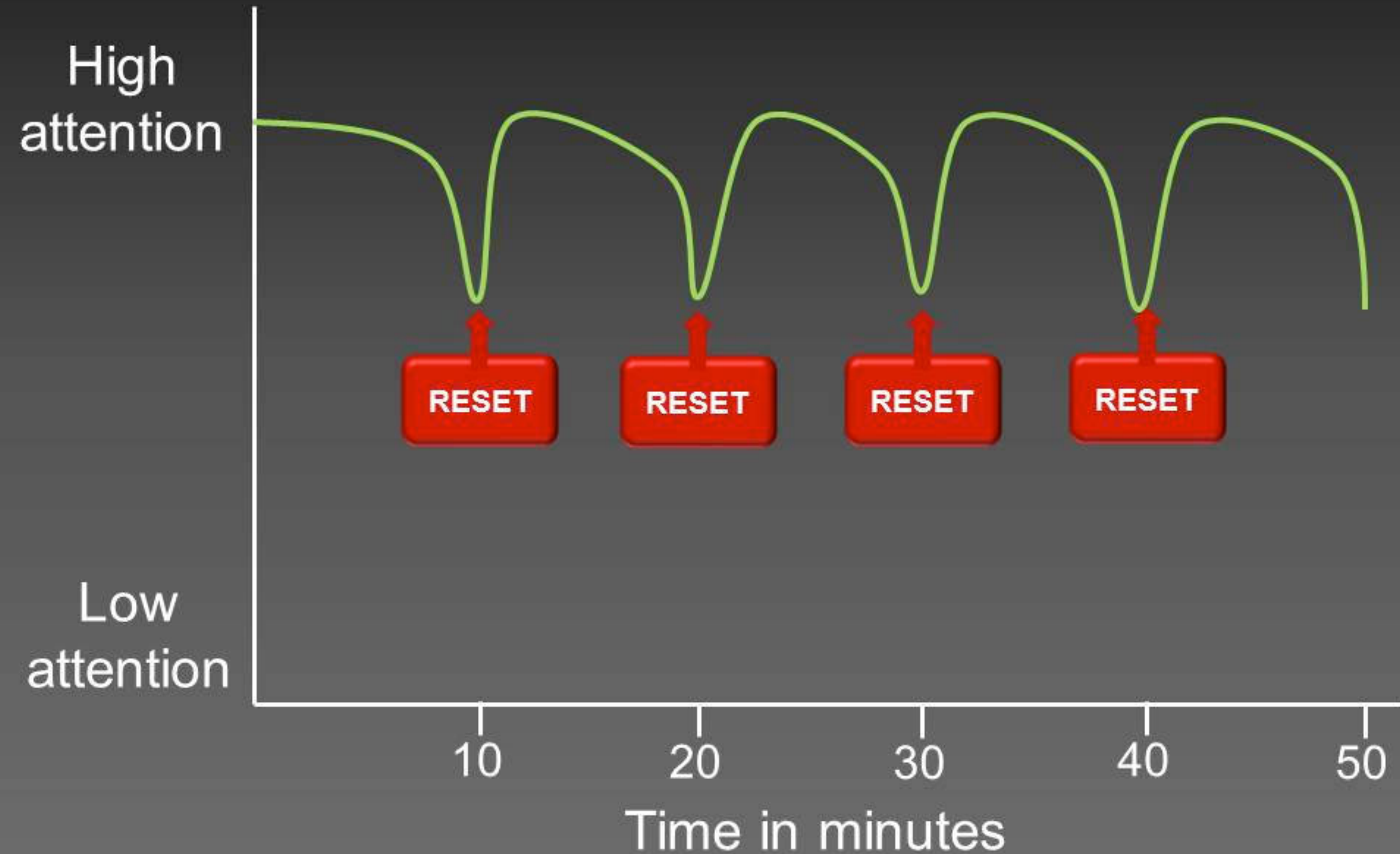
Presentation allows the speaker to observe the **reactions** of the audience and revise the it on the spot for **that** audience



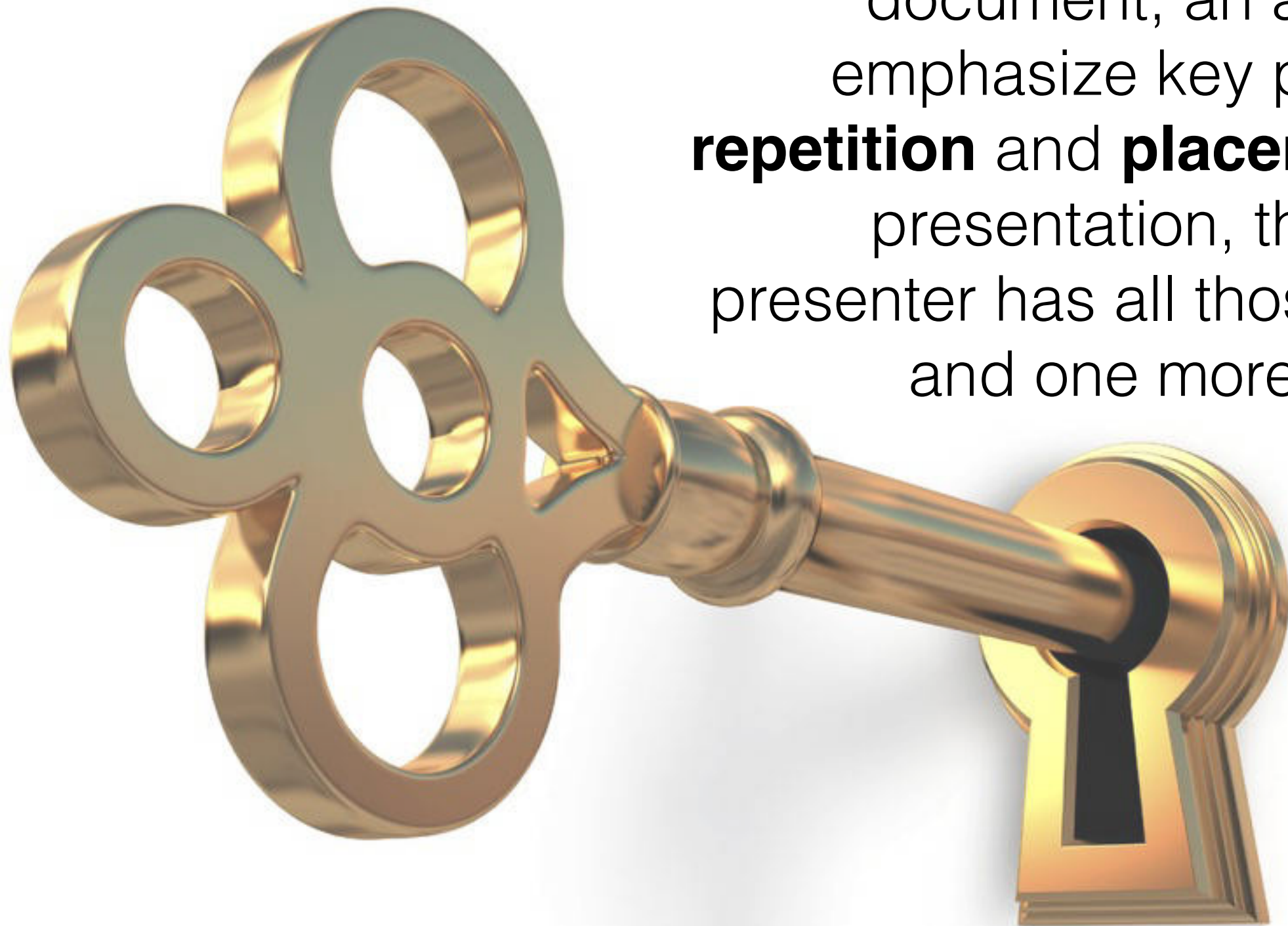
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10 minutes rule



A presentation offers more ways of emphasizing key points than a document does. In a document, an author can emphasize key points with **repetition** and **placement**. In a presentation, though, the presenter has all those options and one more: **delivery**



A different type of advantage of making a presentation concerns the **visuals aids** that one can use in a presentation.

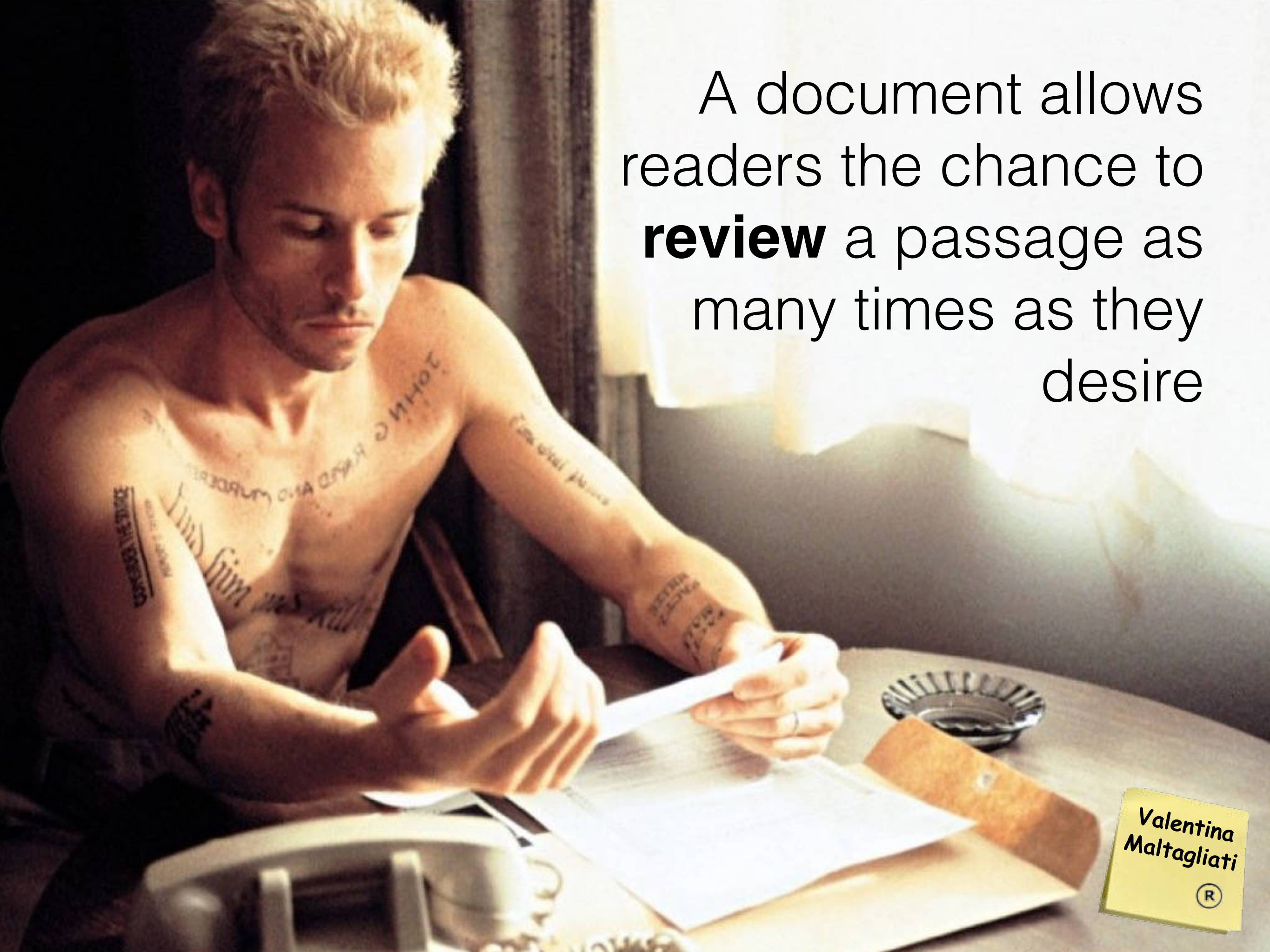


In addition, the
presenter can
include
demonstrations



Disadvantage



A photograph of a man with numerous tattoos on his arms and chest, sitting at a desk and reading a document. The tattoos include phrases like 'JOHN G. HAND AND MURDERER', 'I AM SILENT', and 'I AM A KILLER'. He is holding a pen over the document. The scene is lit with warm, low-key lighting, suggesting a window in the background. A small yellow sticky note is in the bottom right corner.

A document allows readers the chance to **review** a passage as many times as they desire

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While you have
the opportunity
to revise a
document you
have only **one**
chance to say
things correctly
in a presentation



Pay attention to the sources!

ATTENTION SPAN OF HUMANS VS. GOLDFISH



8 second
attention span in
2013



9 second
attention span of a
GOLDFISH



12 second
attention span in
2010

Source: National Center for Biotechnology Information, U.S. National Library of Medicine, The Associated Press

Web site users span attention

Check your slides

- 1. Speling / grammar mistakes**
- 2. Uniform indentation**
- 3. Uniform font size**
- 4. Uniform font style**
- 5. Uniform line spacing**

Common mistakes

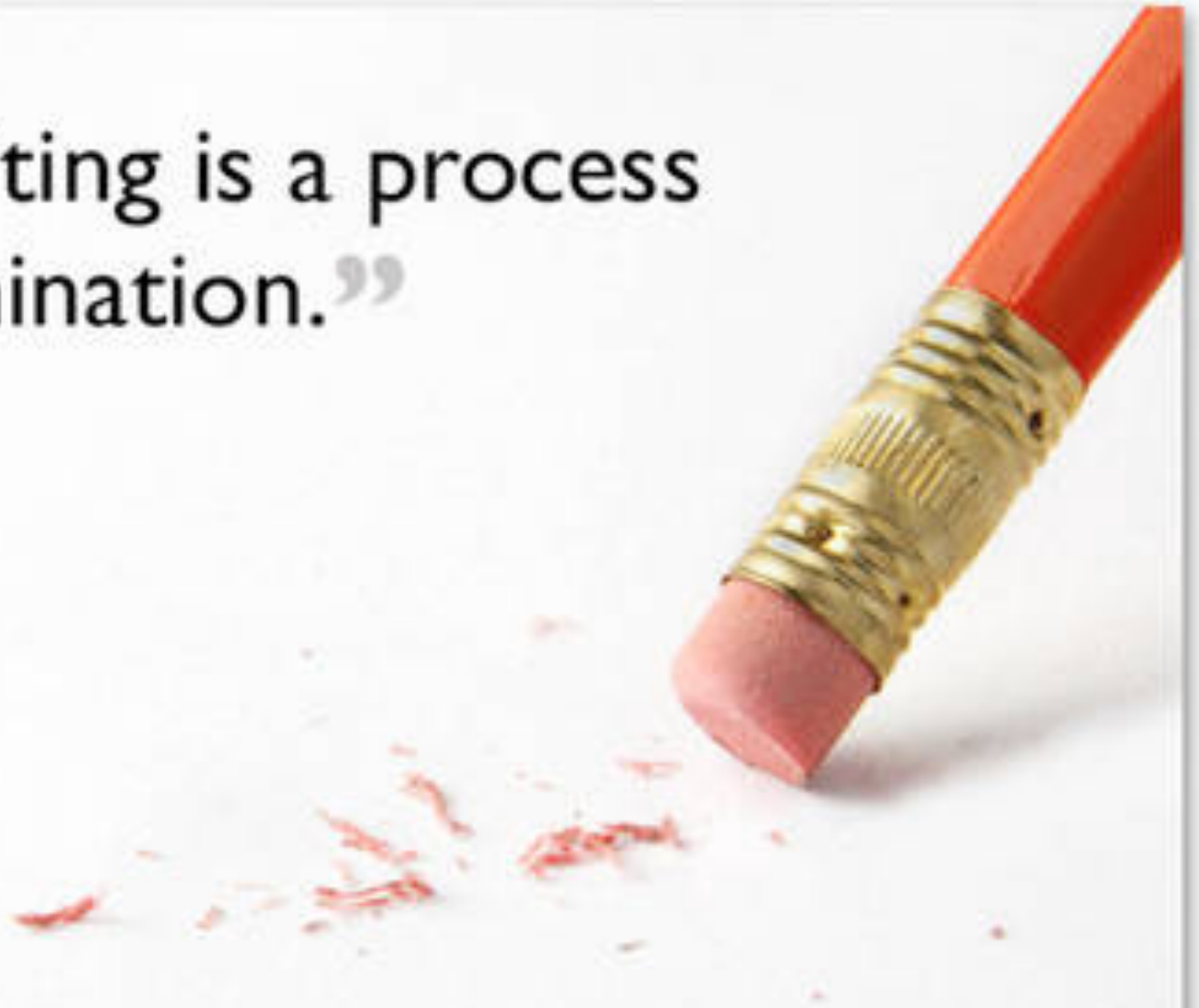
**SLIDE
AT YOUR
OWN RISK.**



“Zen” Style

“All writing is a process
of elimination.”


Martha Albrand



Together we can bring order to galaxy

If you only knew the power of the Dark Side

- Force is with you — but you are not ready yet
- Join me and I will complete you
- You can destroy the Emperor (with this)
 - *It is your destiny*
- I am your father
 - *Search your feelings. You know the truth*
- Together we shall rule the galaxy & son
- Come with me. It is the only way
- It is your destiny!



cut-the running time

ATKINS

- 1. The first step is to understand the problem and the context of the problem.
- 2. The second step is to define the problem and the context of the problem.
- 3. The third step is to define the problem and the context of the problem.
- 4. The fourth step is to define the problem and the context of the problem.
- 5. The fifth step is to define the problem and the context of the problem.
- 6. The sixth step is to define the problem and the context of the problem.
- 7. The seventh step is to define the problem and the context of the problem.
- 8. The eighth step is to define the problem and the context of the problem.
- 9. The ninth step is to define the problem and the context of the problem.
- 10. The tenth step is to define the problem and the context of the problem.

**If I only had more pretty
pictures for my presentations**





Italian-English “accrocchio”

Lesione del nervo thoracico anteriore

atrofia muscolare



PRACTICE
PRACTICE
PRACTICE

(& then PRACTICE some

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YOU GOT NO IDEA ... YOU DON'T HAVE A CLUE ...
YOU DON'T KNOW THE POWER, OF THE DARK SIDE!
YES! THAT'S IT!



MS
09

Vader used to practice in front of the mirror for hours.

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There is NOT much debate about that.



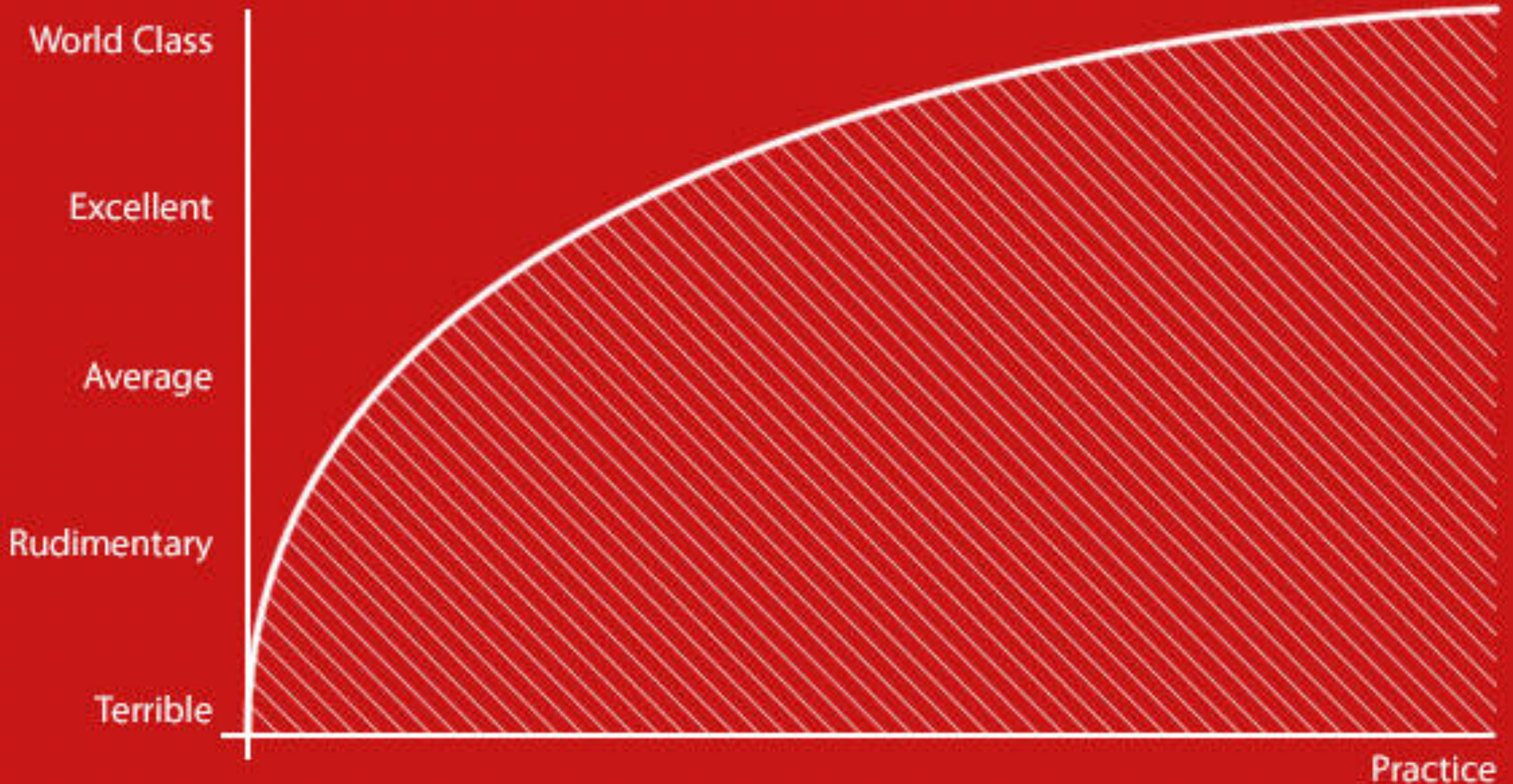


If you're not
practicing
deliberately
whether it's sport,
a foreign
language, a
musical
instrument or any
other new skill you
might as well not
practice at all.



Deliberate practice

Skill/"Talent" Level and Practice by *im>impact*





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Are you ready?

**Problem
or want**

**Product
or
Service**

**Business
Model**

Team



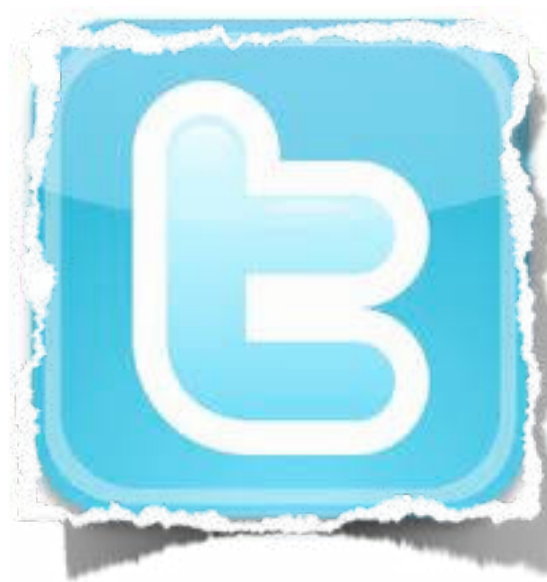
Contacts

EVIDENCE
EVIDENCE
EVIDENCE

EVIDENCE
EVIDENCE
EVIDENCE

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