DATA ANALYTICS IN HEALTH THOUGHT LEADERSHIP

- Safety and Risk management
- Intelligence-Enabled Decision Making
- Leverage New Discovery
- Improve Clinical Trial Efficacy
- Utilize Sensors and Devices
- Focus on Real-World Outcomes
## INNOVATIVE TECHNOLOGY COMMERCIALIZATION COURSE

<table>
<thead>
<tr>
<th>PATENT ANALYSIS</th>
<th>TECHNOLOGY PITCH</th>
<th>PITCH COACHING</th>
<th>COMPANY PITCH</th>
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<tbody>
<tr>
<td><img src="image1.png" alt="Patent Analysis Icon" /></td>
<td><img src="image2.png" alt="Technology Pitch Icon" /></td>
<td><img src="image3.png" alt="Pitch Coaching Icon" /></td>
<td><img src="image4.png" alt="Company Pitch Icon" /></td>
</tr>
</tbody>
</table>

### PATENT ANALYSIS
- Develop claim charts
- Search prior art
- Assemble IP portfolio

### TECHNOLOGY PITCH
- Core science
- Platform technology
- "Pain" and solution
- Target market
- Manufacturing resources

### PITCH COACHING
- Formulating a compelling deck
- Telling the story
- Appealing to different audiences

### COMPANY PITCH
- Core product
- Go-to-market strategy
- Competition
- Use of proceeds
- Product roadmap
A SLIDE DECK SHOULD DO TWO THINGS

Make a clear and compelling case for investors

Explain the business without the aid of a presenter
FOCUS ON THE KEY DRIVERS

OPEN WITH INVESTMENT THESIS

HIT NEGATIVES EARLY AND SUCCINCTLY

DON’T COMPARE YOURSELF TO ANYONE

DATA DRIVEN OR CONCEPT DRIVEN

BE HONEST ABOUT RISK

CLEAR COMPETITIVE ADVANTAGE

MINIMUM SLIDES
ELEMENTS OF SLIDE DECKS

Content
Organization
Flow
Visuals
THE PERFECT CUSTOMER

- Instantly gets the value proposition
- Is willing to pay for it
THE PERFECT CUSTOMER

- Instantly gets the value proposition
- Is willing to pay for it

"As a [?] I want to [?] so that I can [?]."
SLIDE DECK
ORGANIZATION

SINGLE SLIDE
Top Left Corner is Seen First
Images vs. Text
Upper Left is Longest Viewed
Left Half is Dominant
Boldness Catches the Eye
People Tend to Scan

SLIDE-TO-SLIDE
Complex graphs/charts should stand alone
Are questions answered?
What new information is presented?
Students tend to view the top left first

The upper left is also viewed the longest

OUR RESEARCH

Complicated images at the bottom are not studied

Eyes remain fixed on the upper left

SLIDE DECK FLOW

SINGLE SLIDE
Visual weight guides flow
Rational placement of design elements
Think about the desired order of eye movement

SLIDE-TO-SLIDE
Match slide flow with speaking focus
Flow in presentation deck may be different than sent deck
OUR RESEARCH

Placement of similar visual cues leads to a standard pattern

Left-oriented visual cues bias eye position
Leverage the Power of the Gaze
Use Movement in Objects/Images
Use Image Elements
Use Perspective
Add Text to Image Elements
Facilitate Eye Movement
Halve the Slide
Grid the Slide
Purposeful Graphs
When formulating your deck, ask yourself a question:

Can I convey this concept better:

- With fewer words?
- With an image?
CONVEYING THE VISUAL CONCEPT

- With fewer words?
- With an image?

“Can I say [?] through a visual tool?”

The Noun Project
Icons for Visual Communication
NEXT MEETING

GET TO THE GET
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RESOURCES

Trello: https://trello.com/
  Developing persona user “stories”

Canvanizer: https://canvanizer.com
  Business model canvas (“lean canvas”) mapping

The Noun Project: https://thenounproject.com/
  Icons for use in visual communication