

The logo for MEDVIA, featuring the word "MEDVIA" in a bold, teal, sans-serif font. The letter "E" is stylized with a horizontal bar through its center. The background of the slide is a dark blue gradient with a faint image of a person in a lab coat and a microscope, and a decorative pattern of teal diagonal lines on the right side.

MEDVIA

The innovation cluster for better health



MEDVIA, the innovation cluster Project call 2023.2 Workshop Pitch Like a Pro

Piet Verhoeve, VP Innovation MEDVIA

Agenda

9h30 Pitch Like a Pro

- Practicals of the pitch
- Presenting the jury members
- How to build a great pitch
- Transforming your NABC in a pitch
- Do's & don'ts

11h00 Work on your pitch

12h30 Lunch

13h30 Work on your pitch

15h00 Trial pitches



BEFORE WE START



NO NDA SIGNED

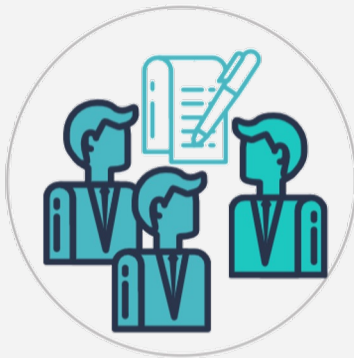
- We trust your professionalism
- Don't discuss strict NDA topics here

This is a **WORKshop**

- No evaluation until Jury moment
- We are here to help, coach, challenge, ...
- You are here to work

Call 2023.2 in detail - **new** Medvia support

20 September



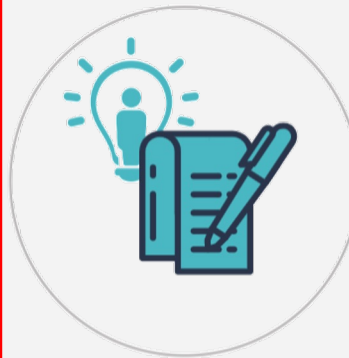
ABSTRACT BUILDING
WORKSHOP

19 October



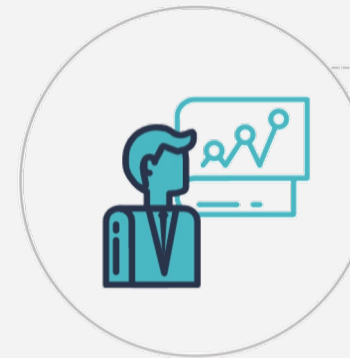
WORKSHOP
PITCH LIKE A PRO

26 October



SUBMISSION OF
ABSTRACT

23/24 november



PITCH
BEFORE JURY

8 december



How does the evaluation work?

- **Oct 26:** Consortium submits abstract
- **Oct 27:** abstracts to Jury
 - Reads abstract
 - Provide key questions by Nov 16
- **Oct 31:** Planning details (timeslot)
- **Nov 16:** Key remarks to consortium



Evaluation procedure (for each)

- Introduction
 - Jury only
 - Discuss key remarks / questions / start
- Pitch by consortium
 - Max 6 min sharp
- Q&A by Jury
 - About 15..20 mins
- Discussion
 - Remarks, suggestions, ...
 - Individual voting by Jury based on:
 - Abstract text & Pitch & Q&A



Evaluation based on

Abstract text

&

Pitch

&

Q&A

Make sure the right people
are in the room



All grants need to match the MEDVIA strategy



Matching MEDVIA strategy

- Innovation involves **cross over activities**
- At least **2 out of 3 domains** are involved
 - Bio technology
 - Digital technology
 - Medical technology

Criteria recap (*)



Innovation goals

- Clearly defined & realistic
- Beyond SOTA (Research)
- Beyond Business as usual (Development)

Approach

- How to tackle challenges
- What result/outcome

Valorisation

- Unmet need (does it solve a problem)
- GoToMarket clarity

Team

- Relevant expertise
- Effort / budget

(*) See call description for more details

Result evaluation procedure

- Strategic fit for Medvia (Yes/No)
- Evaluation (Go/NoGo)
- Key remarks for consortia



Meet the Jury



Meet the non-Flemish jury

- Clinical & hospital practice (prof)
- Bio-informatices (business)
- AI/Vision (prof)
- Biotech (business)



Pitch like a Pro



Pitching because ...

The jury did not read ?

We like overhead ?

We like stress & exams?



Pitching because ...

The jury did not read ?

The jury has read your text !

We like overhead ?

They provide independent selection

We like stress & exams?

They provide valuable feedback



A good pitch

Simple

— find the core of any idea

Unexpected

— grab people's attention by surprising them

Concrete

— make sure an idea can be remembered

Credible

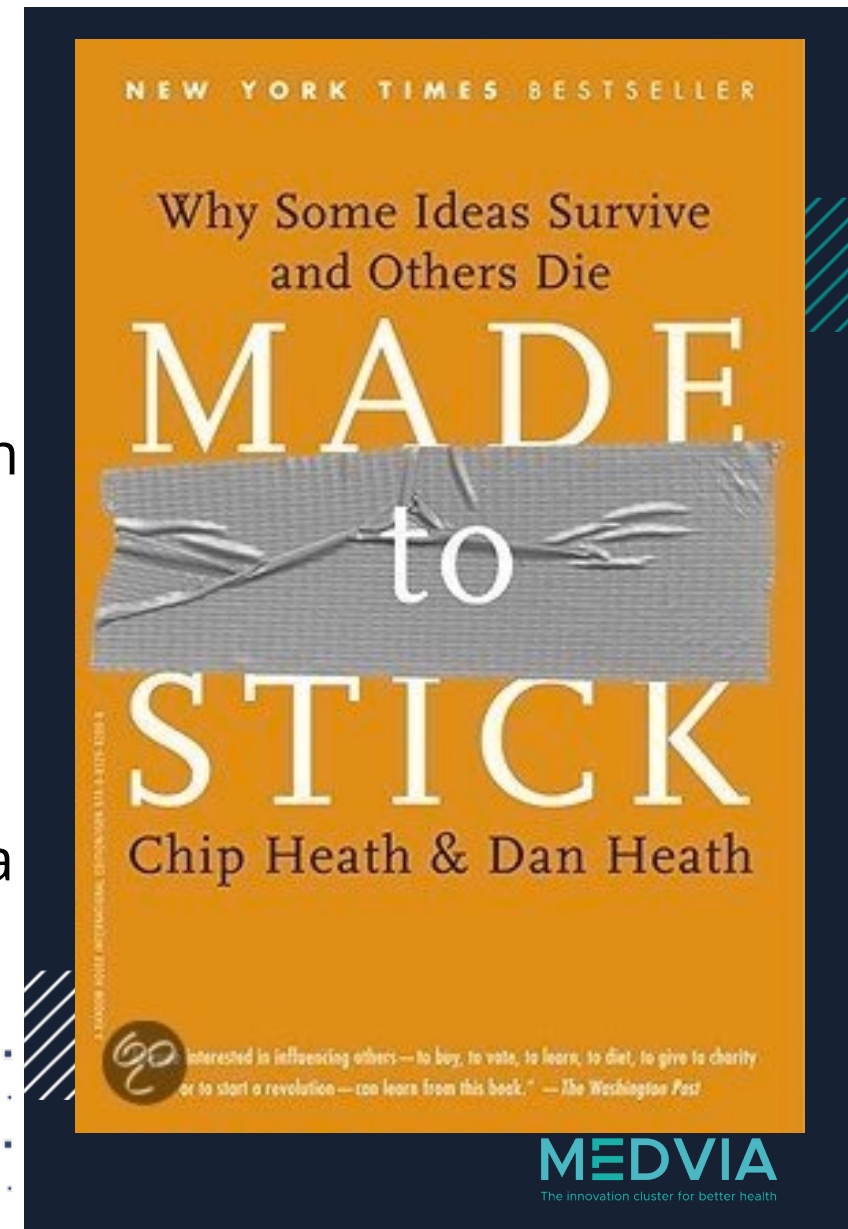
— give an idea believability

Emotional

— help people see the importance of an idea

Stories

— empower your idea through narrative



Why Slides ?

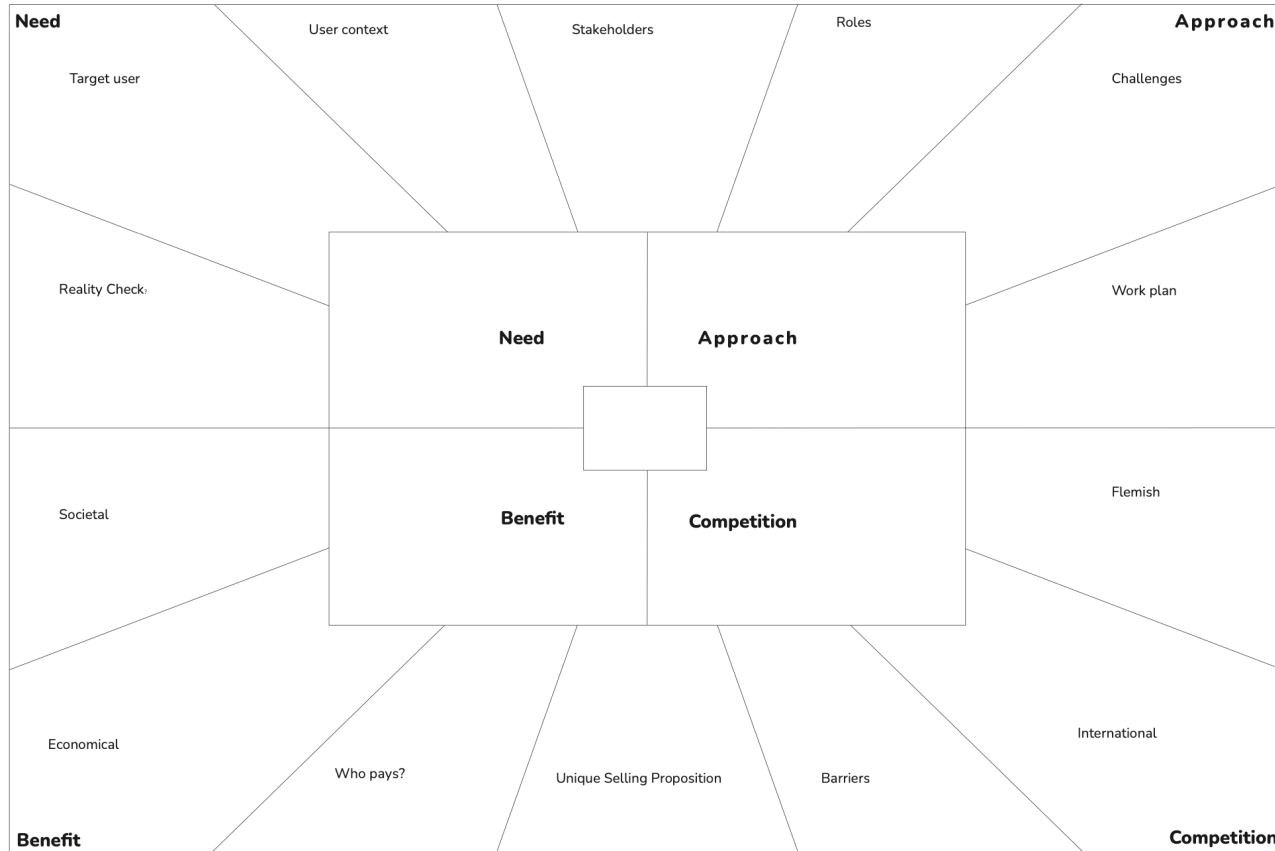
- Boil down to the essence of your project
- Enforces your story line (visual, flow, scheme, picture,...)
- Serves as memory support

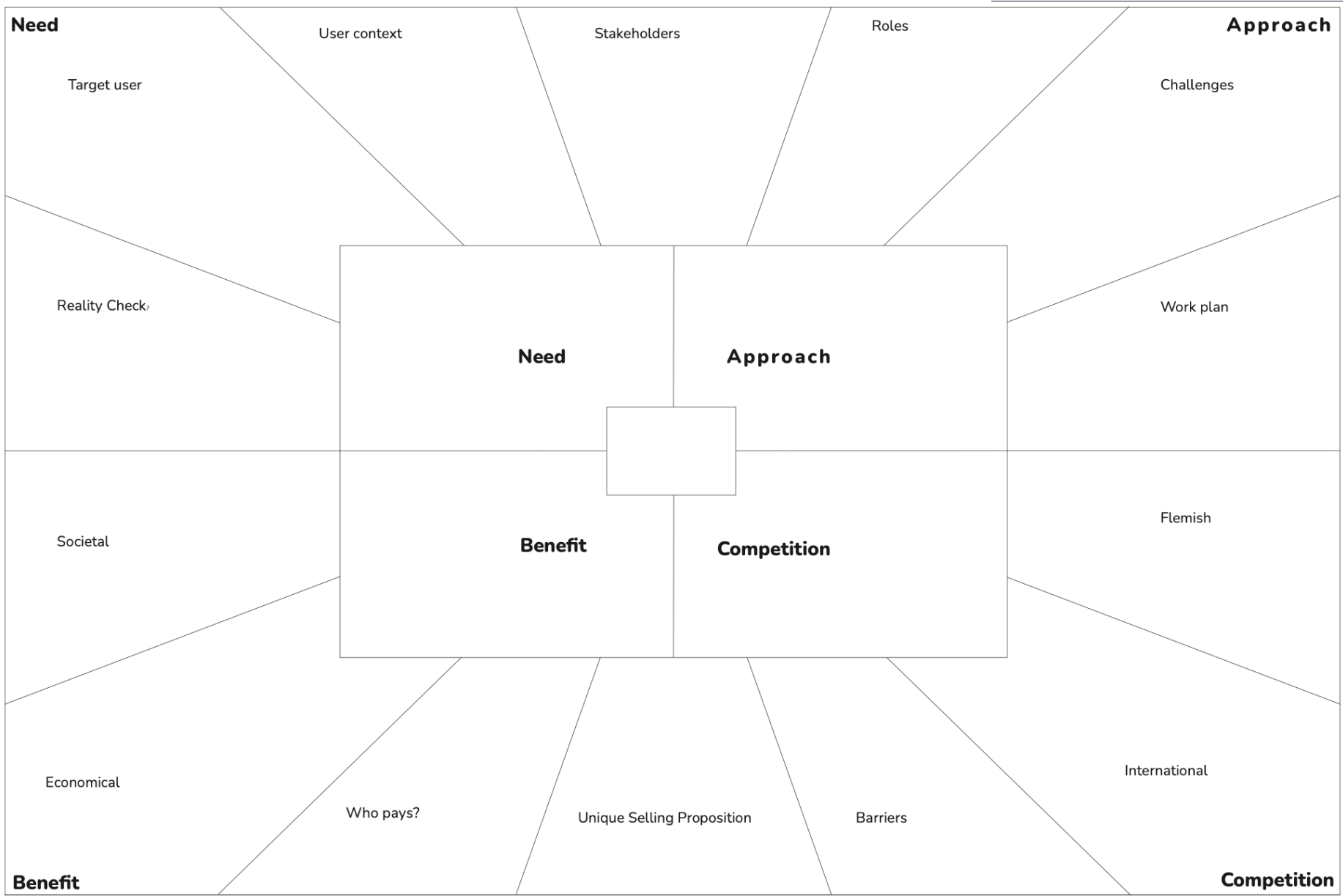
A good pitcher can deliver a great pitch without slides

- Pro tip: backup slides



You have the starting material !





Do's & Don'ts



Keep track of time

- 6 minutes is long
- 6 minutes is short

Spend your time wisely

- Practice upfront & outloud !

Who pitches?

- Researcher ?
- Clinician ?
- Business ?

Select your BEST pitcher

- Practice upfront & outloud !

Who pitches?

- Researcher ?
- Clinician ?
- Business ?

Select your BEST pitcher

- Practice upfront & outloud !

Best?

- **Comfortable on stage**
- **Easy speaking**
- **Knowledgeable**
 - Project
 - Case

Who Answers?

- Listen to the questions
- Answer to the point (don't over answer)
- Answering by all
- Don't know? Be honest
- Pro tip: take notes



One more thing ...



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! TUNE your presentation !







We support your innovative ideas

Let's talk about your ideas

- Book a sparring session

<https://medvia.be/book-a-sparring-session>

Overarching themes

-  • Value based efficient healthcare
-  • Personalized medicine
-  • Disruptive health solutions
-  • Digital medicine/health

Veerle De Colvenaer

Marc Van de Craen

Piet Verhoeve



We remain available (*)

The screenshot shows a web form titled "Book a sparring session". At the top, there is a header image of a person in a wheelchair. Below the header, there are three dropdown menus: "Earmarked funding", "Call for Projects 2022", and "Previous Calls". The main form area is titled "1 Choose Appointment" and includes a "Returning? Log in" link. The form contains a text input field for "Sparring session project idea - Medvia" (1 hour), a "With..." section with an "Any available" option and a "Select" button, and an "Online" section with three options: "Marc Van De Craen", "Piet Verhoeve", and "Verie De Colvenaer", each with a profile picture and a "Select" button.

Find the timeslot that works for you

- Direct access to our calendars
- Any or dedicated contact person
- Provide basic info / questions
- Receive call link immediately

[MORE TIMES >](#)

TOMORROW Thursday June 15	Friday June 16	NEXT WEEK Monday June 19	Tuesday June 20	Wednesday June 21
11:00	09:00	09:00	09:00	09:00
13:30	09:30	09:30	09:30	09:30
14:00	10:00	10:00	12:00	10:00
14:30	10:30	10:30	13:30	10:30

(*) <https://medvia.be/book-a-sparring-session/>

Let's connect & collaborate

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Thank you

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FLANDERS
INNOVATION &
ENTREPRENEURSHIP

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**Cluster
for Growth**

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