



# Presentation Skills Workshop



# Presentation Skills Workshop

## Chapter 1 Why?



# Why presentation skills are needed?



# Presentation Skills Workshop

## Chapter 2 Golden rules



# Goal for each presentation needed



# Knowing target audience is the key

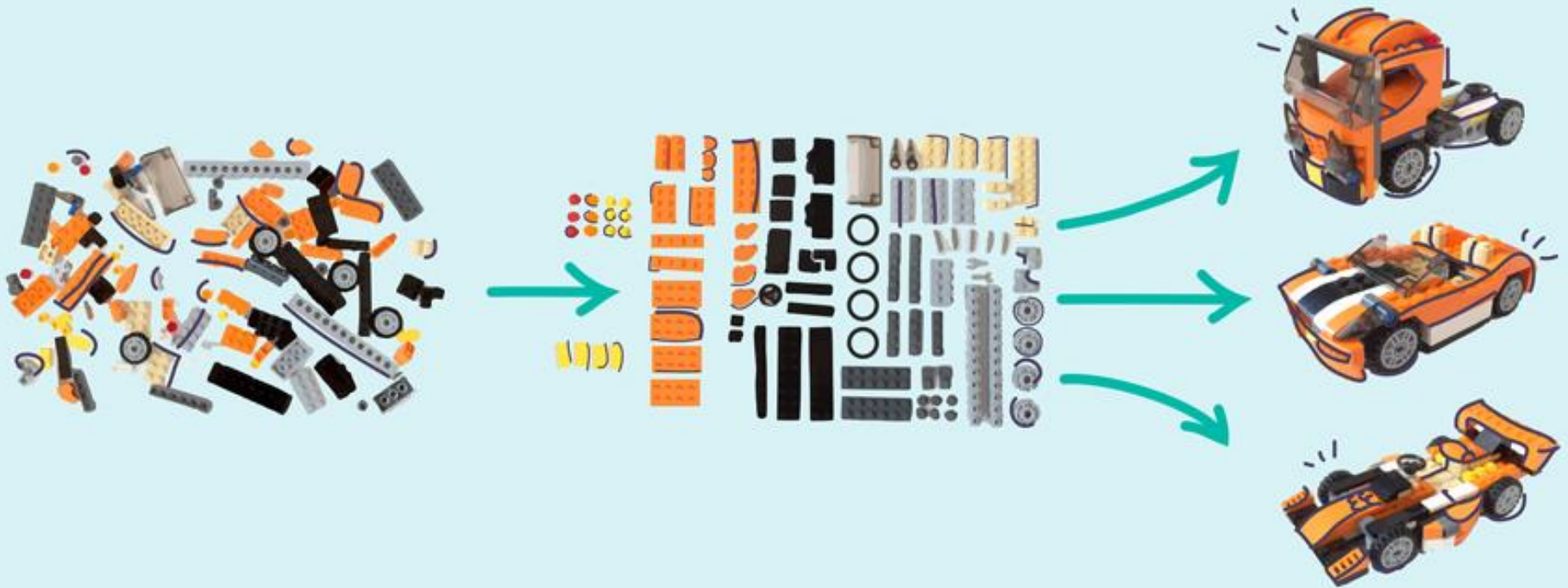


# Addressing target group's questions





# Preparing presentation is like a LEGO



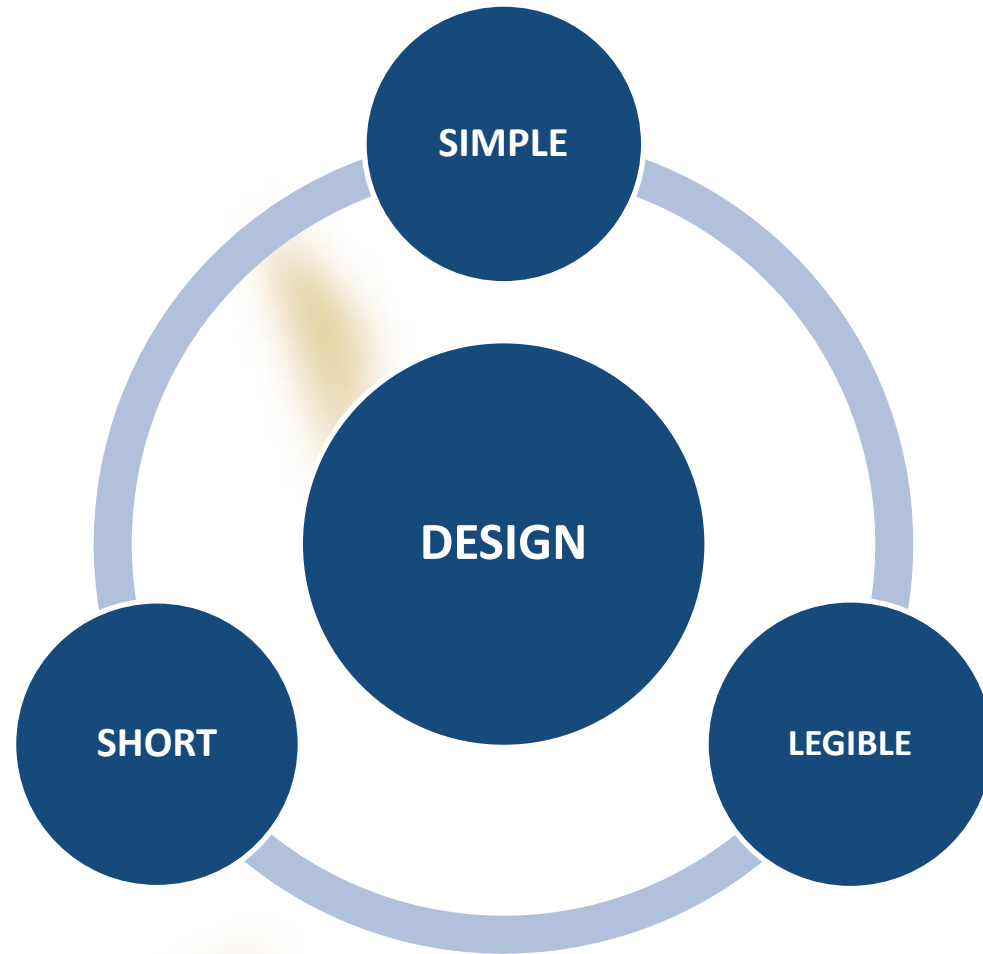
# Start from basics to advanced



# Storytelling is great for the structure



# Visuals are to support your message



**Legible slides are  
those that even old  
people in the back  
row with bad  
eyesight can read**

# Show your excitement



# Distribute something and follow up



# First and last impression matters!





# Be self-confident for the presentation



# Keep eye contact



# Change tone of voice



# Plan for the time available



# 4Ps help you to master it!

Plan

Prepare

Practise

Present

# Presentation Skills Workshop

## Chapter 3 Types of presentations



# 4 types of presentations

Basic pitch (1-2 sentences)



Elevator pitch (30-60 seconds)



Stage pitch (3-6 minutes)



Full scale research presentation

## Basic pitch (1-2 sentences)

Describe in 1-2 sentences what your product / research / work / invention is about



Productboard helps product teams understand what customers need, prioritize what to build next, and align everyone around the roadmap.

[Start free trial](#)[Request demo](#)

No credit card needed, free 15-day trial.

# Elevator pitch (30-60 seconds)

Shortly describe the problem you're solving and your solution to it



Spring  
Business  
Works for Business

# Stage pitch (3-6 minutes)

Go into key messages also other than only problem and solution

What is the problem? | Why is it important to solve it? | How big is the problem?

What is your solution? | What is the product? | Who is the user of your product?

How does it work?

Why is your solution the best choice? | Where is the business / excellence?

Who is your team? | Why you are the best?

What is your current traction? | What is your next roadmap?

How can others help you?



# LUKÁŠ DOSKOČIL

Teala Medical, s.r.o.

# Full scale research presentation

## Go into key details of your work and success

What is the purpose of your research?

Background and context to your research? | Who is in your team?

Data and methodology?

Descriptive data

Quantitative and qualitative analysis

Summary

Future research?

How can others help you?



14th June

CE-Connector Days

International event on



# Presentation Skills Workshop

Chapter 4  
Why us?





# Who will guide you through?



Michal Štefan

Product and  
Innovation Leader

Ex Head of Project  
Implementation and  
Communication



Petra Jalsovec Palacz

Business  
Development and  
Fundraising Manager

Presenting DEX IC into  
international  
initiatives



Adam Červenka

Project Manager of  
SCI-IF programme  
and other Ph.D. and  
research  
programmes



We improve societies through digital innovation and research.



FUNDRAISE



CO-CREATE

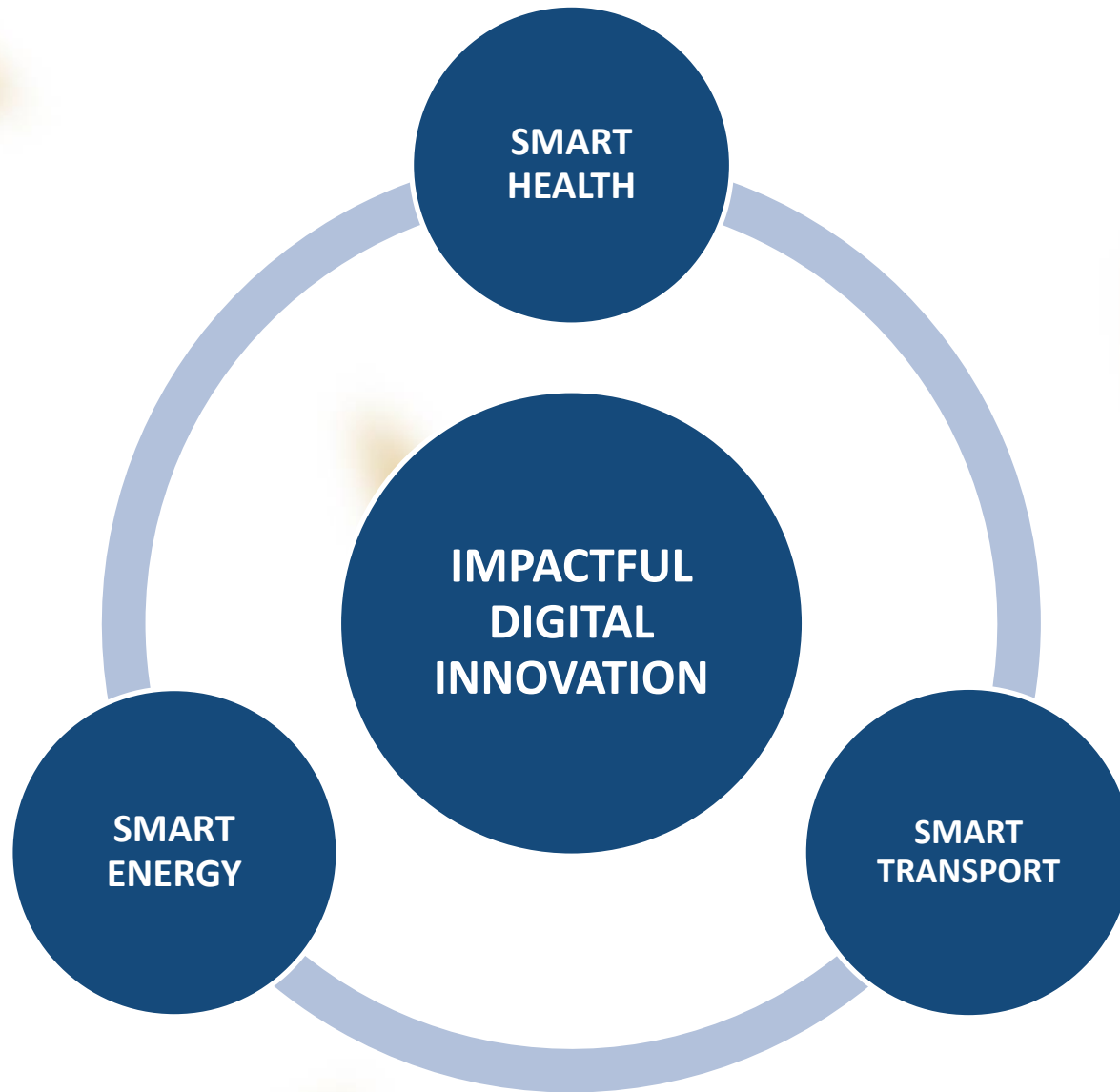


BUILD



EDUCATE








# Presentation Skills Workshop

Chapter 5  
Why you?



# Why you?

- *What is your personal 30-60 seconds presentation?*
- *What do you want to train your presentations skills today on specifically?*

# Presentation Skills Workshop

Chapter 6  
Basic pitch



# Template 1?

*- For [target customers] who [have a need or demand], our [company or product name] is a [product category] that [offers a key]. Unlike [competitor or alternative], we [are superior in a significant way]*



# Example!

*„Slack is a cloud-based collaboration tool for teams, bringing all your communications together into one simple place to make your working life simpler, more pleasant, and more productive. Unlike other messaging apps, team conversations are organized into channels as Slack allows you to easily share documents by simply dragging and dropping them.“*

# Example!

*„Tesla is a high performance, all-electric sports car for wealthy individuals and car fans that can travel 244 miles on a single charge and can accelerate from 0 to 60 MPH in 3.7 seconds. Unlike Ferraris and Porsches, Tesla offers amazing performance without any direct carbon emissions.“*

## Template 2?

*- [My company] develops/sells [solution] that helps [whom] with [problem] using [uniqueness].*

## Example!

*“My company, Airtio, is developing a web-based social seating check-in platform to help air travelers see who is on board their flight and use Facebook and LinkedIn to assign all flight seats with one click.”*



**Create your basic pitch!**



# Presentation Skills Workshop

## Chapter 7 Elevator pitch



# Start from Basic pitch

*Start with the 1-2 sentences description,  
then add more and more detail*



# Example!



- *half of the pitch devoted to describing the problem*
- *storytelling – personal story related to the product*

# Example!



- *first 20 seconds devoted to the problem*
- *„did you know that“ question*
- *shocking statistics*
- *product related to a personal struggle*

# Template 1

- *The why – the opening story (20-30 seconds)*
- *The what – Your idea/solution/product (20-30 seconds)*
- *The where – Where are you going? (time being left)*

# Template 2

- *Did you know that [CUSTOMER CATEGORY] experience [MASSIVE PAIN]? This is a [MARKET SIZE] billion dollar opportunity in EUROPE alone. [PRODUCT NAME] is a [PRODUCT CATEGORY] that [VALUE PROPOSITION]. Unlike other alternatives we, [KEY DIFFERENTIATOR]. The team includes [CREDIBLE TEAM BIOS] and we make money by [BUSINESS MODEL]. In essence, we are the [WELL-KNOWN ANALOGUE] for [ANALOGUE PRODUCT CATEGORY] and our vision is to [HOW WILL THE WORLD BE DIFFERENT? WHY DO YOU CARE?]. We have already [EXECUTED MILESTONES] and you must be involved because [INVITE!].*



**Create your elevator pitch!**



# Presentation Skills Workshop

Chapter 8  
Stage pitch



# Start from Elevator pitch

*Start with the Elevator pitch description,  
then add more and more detail*



# Template 1

- *Problem*
- *Vision*
- *Unique value proposition*
- *Team*
- *Milestones*
- *Business model*
- *Competition*
- *Finance / invite*

# Template 2

- *Intro*
- *Big problem*
- *Solution*
- *Traction*
- *Market opportunity*
- *Competitive edge*
- *Team*
- *Raise*
- *In summary*

# Example!



**ANDREJ  
BRAGUCA**

VR ICU

# Example!



# Example!



# Example!



# Presentation Skills Workshop

## Chapter 9

### Full scale research presentation



# Start from Stage pitch

*Start with the Stage pitch description,  
then add more and more detail*



# Template 1

- *What is the purpose of your research?*
- *Background and context to your research? / Who is in your team?*
- *Data and methodology?*
- *Descriptive data*
- *Quantitative and qualitative analysis*
- *Summary*
- *Future research?*
- *How can others help you?*

# Template 2

- *Title of the talk/research, names of all group members, institution*
- *Introduction (why, context, previous research, your hypotheses)*
- *Materials and methods (design, lab, experimental design, measuring what, statistical tests)*
- *Results*
- *Implications and conclusions (interpreting results, errors and methodological difficulties)*
- *Acknowledgements*

# Template 3

- *Introduction (hook of audience, story/joke/quote, about yourself)*
- *Main body (visual aids reinforced with details, run through the points)*
- *Ending (conclusion, most important findings, call to action)*
- *Discussion (a future opportunity, web, final summary)*

# Example!



# Presentation Skills Workshop

Chapter 10  
Other tips



# When presenting online

- *Test connection and technical set up*
- *Use white / nice / relevant background*
- *Stand if possible to have some energy with adequate set up*
- *Eliminate all notifications and interruptions*
- *Visuals matter even more*
- *If possible, pre-record (virtual meeting tool / [Loom](#) and mix with recording of you as a person*

## Other tips

- *Videos: best integrated into presentation*
- *Surveys and interactivity ([Mentimeter](#), [Kahoot](#), [Slido](#)): only for large groups or well-known groups*
- *Having personal view of what presenting on screen behind*
- *Presentation templates: [Pitch](#), [Google Slides](#), [Slidesgo](#)*
- *Visual templates: [Canva](#)*

# Presentation Skills Workshop

Chapter 11  
Let's do it!







**Prepare your final presentation!**

# Presentation Skills Workshop

Chapter 12  
Final competition





**Present in front of all!**



**Thank you**  
**for your attention**



# Further information

Trevor Ambrose: Goals for presentations on <https://www.linkedin.com/pulse/4-goals-any-speech-pitch-presentation-trevor-ambrose/>

Dom Barnard: Storytelling on <https://virtualspeech.com/blog/tell-story-delivering-presentation>

Orana Velarde: Structure of presentations on <https://visme.co/blog/presentation-structure/>

Kevin Hale: How to pitch your startup on <https://www.ycombinator.com/library/6q-how-to-pitch-your-startup>

Denise Stephan: Pitching to investors on <https://about.crunchbase.com/blog/pitching-to-investors/>

Dona Griffith: 1 minute pitch on <https://bettermarketing.pub/pitch-quick-or-lose-your-audience-a130f76ef518>

Founders' Institute: 1 minute pitch on <https://fi.co/insight/the-one-minute-startup-pitch-template>

Seed Invest: 5 minute pitch on <https://www.seedinvest.com/blog/startup-funding/5-minute-investor-pitch>

Pitch.com: free available pitchdeck templates on <https://pitch.com/templates/collections/Pitch-deck>

Illustrations: the covers have been designed using assets from <https://www.freepik.com/>

Slido: audience interaction tool on [https://www.slido.com/?experience\\_id=13-z](https://www.slido.com/?experience_id=13-z)

Kahoot: audience interaction tool on <https://kahoot.com/>

Mentimeter: audience interaction tool on <https://www.mentimeter.com/>

Google Slides: presentation templates on <https://www.google.com/slides/about/>

Canva: presentation templates on <https://www.canva.com/>

Loom: video presentations recordings on <https://www.loom.com/>

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