

Crafting The Perfect Pitch

Hiyam M. Nadel RN, MBA, CCG, FIEL

Director, Center For Innovations in Care Delivery

Massachusetts General Hospital

President and Founder, SONSIEL

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The Pitch Flow

The Story

Start with a story that brings the problem you are trying to solve to life.

Solution

Present the solution and highlight key activities and impact.

Customers

Give color to the target audience needs and how your solution can reach them.

Sustainability

Describe the organizational investment and resources from your hospital/health system.

Closing

Reiterate the importance and value of your solution.

Problem Statement

3

Identify the problems your recommendation is focused on solving, and why they're important.

Competitive Space

5

Explain the competitive landscape, how others are focused on solving this problem.

Budget

Break down the amount of funding you're requesting.

Team

Introduce your team and why your group will be successful.



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What Makes the Perfect Pitch?

- Start with a story that brings the problem you are trying to solve to life.
- Storytelling allows us to create connections and talk WITH people, rather than just talk TO them. People need to not only understand your idea, but they need to FEEL it.
- The story should thread throughout the presentation: a good beginning, middle and end. At the close, wrap up your story.
 - The Set Up \rightarrow The Struggle \rightarrow The Solution
- Do you have a personal connection to the problem you're solving? Tell us!
- You want to pull at the heart strings of the judges/panelists-- in a meaningful way.





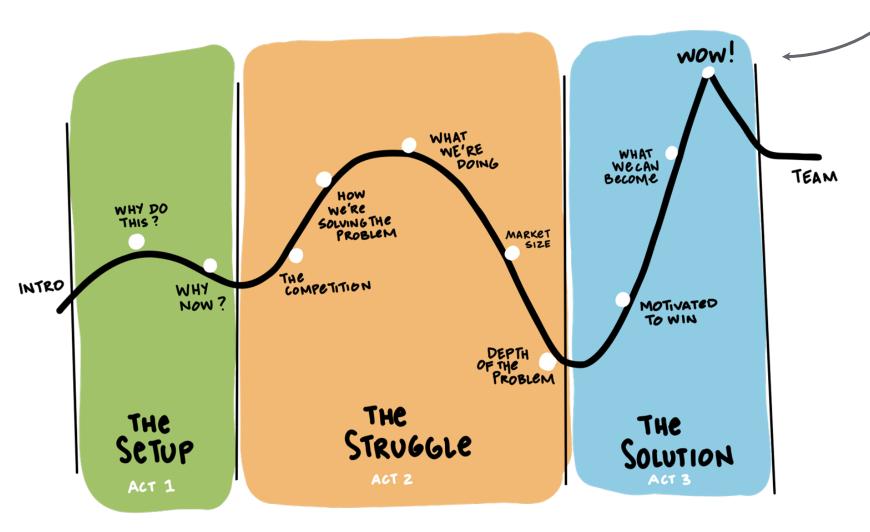








3 Act Storytelling









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Moment to sell

The 4H Framework

HEADLINE

HEART

HEAD

HOPE











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HEADLINE

Set the Context by storytelling

Brand logo/name



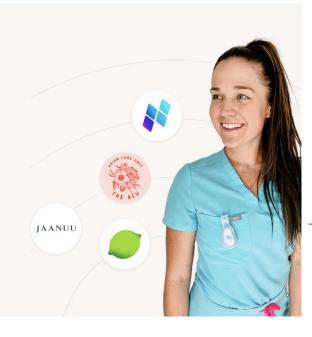
Title Slide (Tagline / Name of Solution)

Set the Context & Tone (Why)

The community marketplace for healthcare workers

More easily find, share, and buy all the gear and resources you didn't know you needed!





Cover image



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HEART

Make me feel something

Problem Articulation

How big is the problem (Market Opportunity)

Current Solution

Who is affected (Persona)













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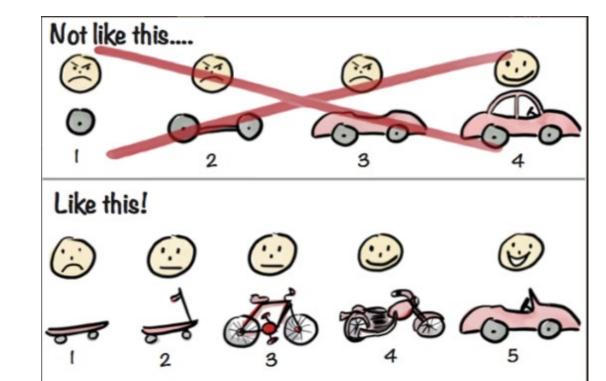
HEAD

Your Solution

Experience Journey Map

Minimum Viable Product (MVP)

- Working solution for fast-track to further development and testing
- Could be implemented in healthcare settings with refinement



Making sense of MVP (Minimum Viable Product) - and why I prefer Earliest Testable/Usable/Lovable

(French translation, Spanish translation, Japanese translation) A couple of years ago I drew this picture and started using it in various presentations about agile and lean development: Since then the...

Crisp's Blog / Jan 7, 2022



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Johnson&Johnson







HEAD

How it works

Current Competitors
Investment
Scalability





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HOPE

Inspire me with your Vision

Vision Concept

What are the three things you want the audience to remember?

Team members

The Big Close!















Pitch Presentation TIPS

Divide & Conquer!

1-2 Presenters

Be prepared for Questions

Less words on each slide

Practice!

Budget Example

Personnel	Role	Base Salary	Cal Mos	Effort	Year 1	Total
			0.00		0	0
					0	0
					0	0
Total Salary Requested					0	0
F/T EB (Full Time Employee	Benefits Rate)				0	0
Total Compensation	,				0	0
Equipment						
					0	0
Supplies						
					0	0
Travel						
					0	0
Miscellaneous						
					0	0
					0	0
Total Direct Costs					0	0
F&A (facilities and administar	tion costs)				0	0
Total Project Cost					0	0
Total Project Cost Year 2						
Total Project Cost Year 3						
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Thank you!