



Crafting The Perfect Pitch

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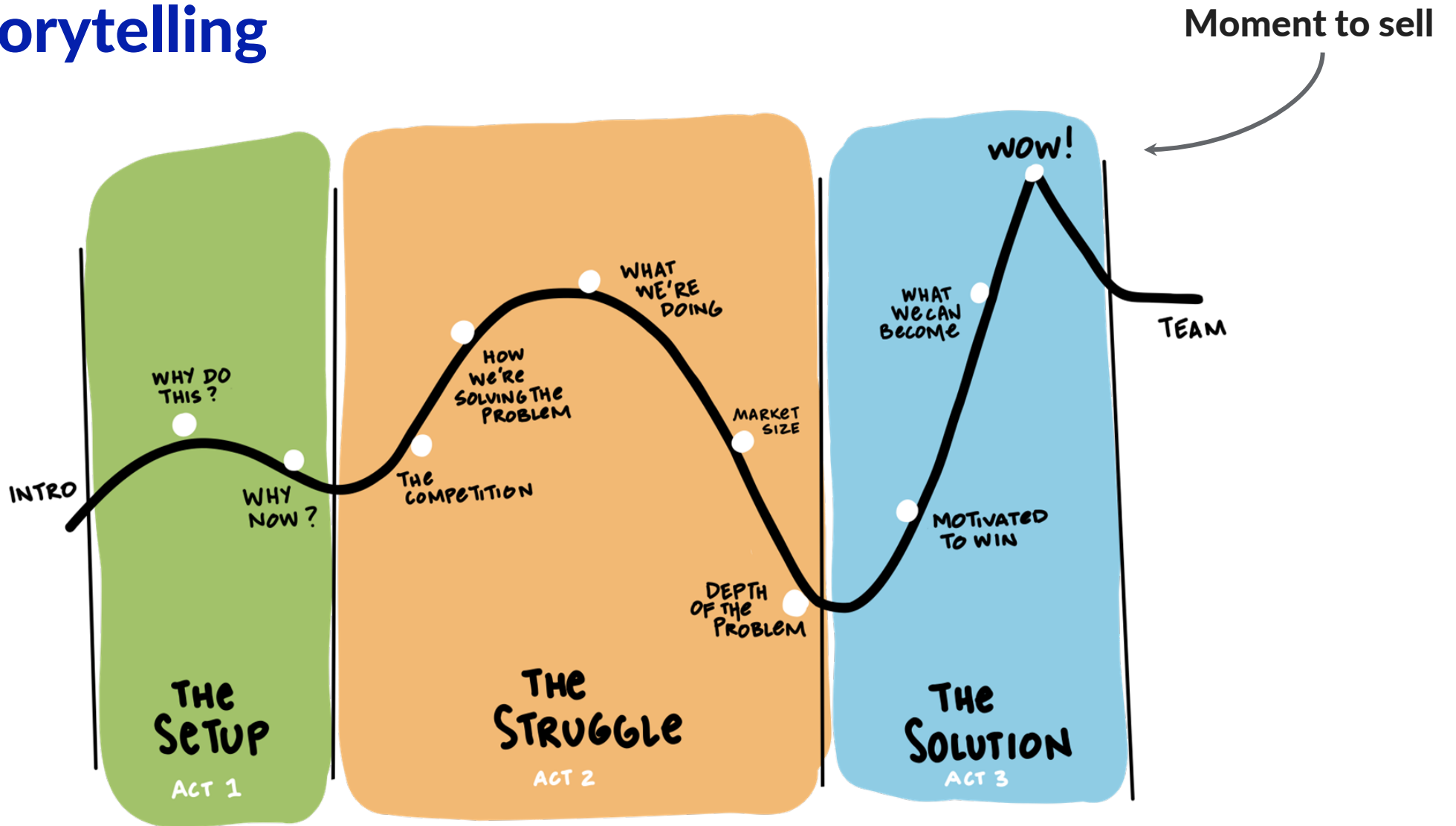
The Pitch Flow



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 → The Struggle → 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



The 4H Framework

- **HEADLINE**
- **HEART**
- **HEAD**
- **HOPE**

HEADLINE

Set the Context by storytelling

Brand logo/name

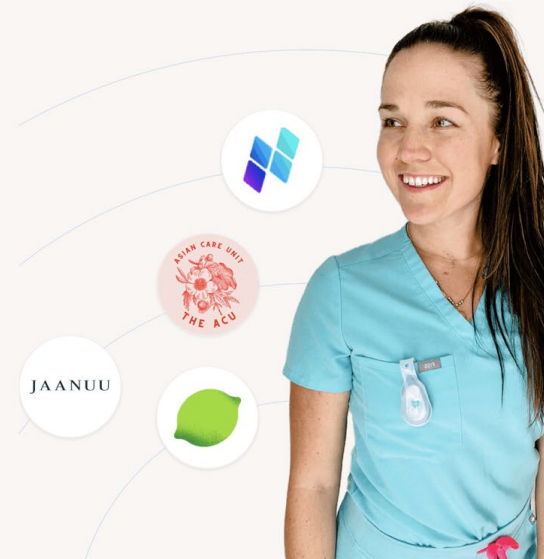


Title Slide (Tagline / Name of Solution)

The community marketplace for healthcare workers

Set the Context & Tone (Why)

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

Not like this....

1 2 3 4

Like this!

1 2 3 4 5

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...

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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 administartion costs)					0	0
Total Project Cost					0	0
Total Project Cost Year 2						
Total Project Cost Year 3						



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Thank you!