

PITCHING TO INVESTORS MASTERCLASS



WELCOME

PRE WORKSHOP

ONE Preparing your content

TWO Choosing, and pitching to, the right investors

THREE Developing your pitch

FOUR Dealing with the outcomes

WORKSHOP

On The Day

POST WORKSHOP

Elevator Pitch (60-90s)

Will you be pitching to investors in Asia?

Checklist

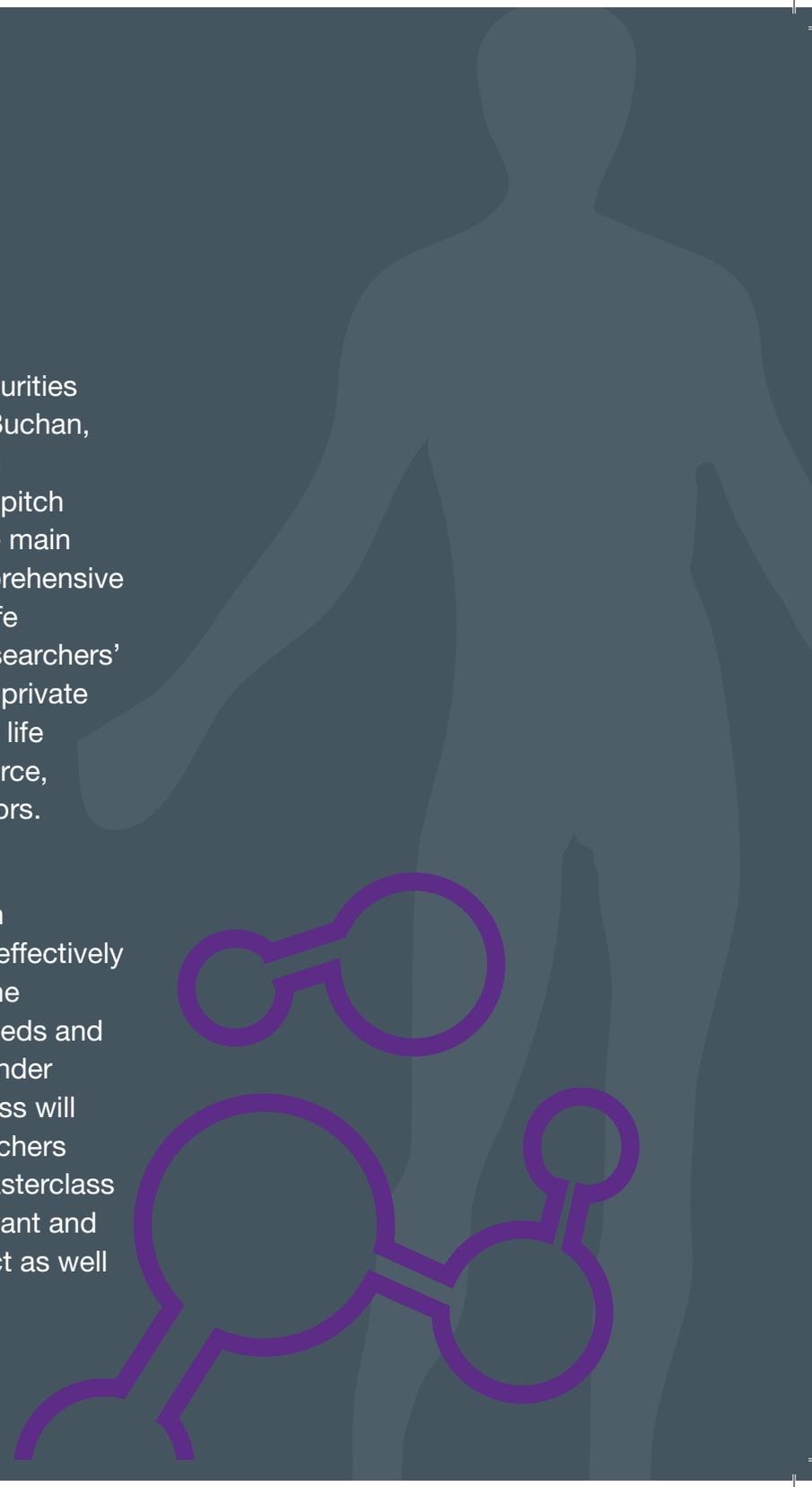
Consortium partners

WELCOME

Pitching to Investors Masterclass

AusBiotech, in collaboration with Australian Securities Exchange (ASX), KPMG, DibbsBarker and WE Buchan, has developed a Masterclass aimed at assisting leaders of life sciences companies successfully pitch to investors. The Masterclass is one of the three main components of the MTPConnect-funded 'Comprehensive Global Investment Program for the Australian Life Sciences Sector – companies, investors and researchers' project, which seeks to educate investors, both private and institutional, about the industry and provide life sciences companies with the skills to better source, connect and communicate with potential investors.

The Masterclass aims to assist CEOs not only in developing their presentation skills but to more effectively communicate the potential economic value of the products they are developing, their particular needs and their commercialisation strategy. Apart from founder CEOs of life sciences companies, the Masterclass will be aimed at life sciences companies and researchers looking to commercialise their research. The Masterclass will provide tools to prepare and develop a relevant and effective narrative for their company and product as well as improved pitching skills.



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THREE Developing your pitch *(cont)*

2nd 7 Secrets of Delivery Success

1. Eye contact

To genuinely connect to your audience. Don't look over their heads (or imagine the audience naked!). Actually connect, individually or in groups. When using visual aids use the 3T method: take your point, turn to the audience and then talk.

2. Smile

To build rapport and engage your listeners. Remember, people like to listen to and be persuaded by people they like and/or feel comfortable with.

3. Voice

To project calmness and control. Consider starting in a 'low gear' so that you ease yourself into the presentation. Don't worry about being word perfect - keep a conversational style and be yourself.

4. Pause

To show poise, to change gears and to add gravitas to your presenting style. When? Between the Scene Setting Boxes; before each section of your presentation or new idea; before and after your Points of Persuasion, Summary and Destination.

5. Arms/hands

High and positive to show you're comfortable and confident. Avoid the 'fig leaves', the 'dead leaves' and fidgeting. Use gestures to add emphasis to key messages and to help bring you and your information to life.

6. Body language

Keep it open and assertive (head, shoulders, legs and feet) to own the room and enhance your personal presence. Don't cross your legs and avoid standing side-on to your audience (this will make you appear uncertain/timid).

7. Movement

To burn off nervous energy, to add animation to your delivery and to maintain your audience's attention (even when sitting!).



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On the day – Pitching to Investors Masterclass

9.15am	Registrations open; tea & coffee
9.30am	secondnature 7 Secrets of Delivery Success
10.15am	Participant presentation preparation
10.20am	Participant presentations & feedback session 1
11.35am	Break, light lunch
12.00pm	Participant presentations & feedback session 2
1.15pm	Networking; tea & coffee
2.00pm	Masterclass concludes

All participants are required to present a 7 minute presentation on the day.

These presentations should be treated as a practice pitches to investors.

Reviewers will include project advisory group members and experienced investors.

Feedback will be provided at the end of each presentation.