

FROM PHD to PITCH

How an entrepreneurial mindset helps you to think about ideas

Roman Rehor

An initiative of:



FALLING WALLS
FOUNDATION

This programme is supported by:



Bundesministerium
für Bildung
und Forschung



SIEMENS
Ingenuity for life



SARTORIUS





What if...?

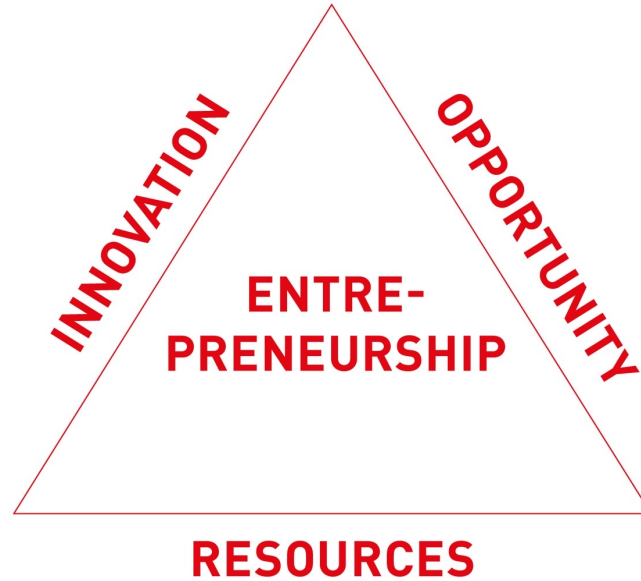
What is Entrepreneurship?



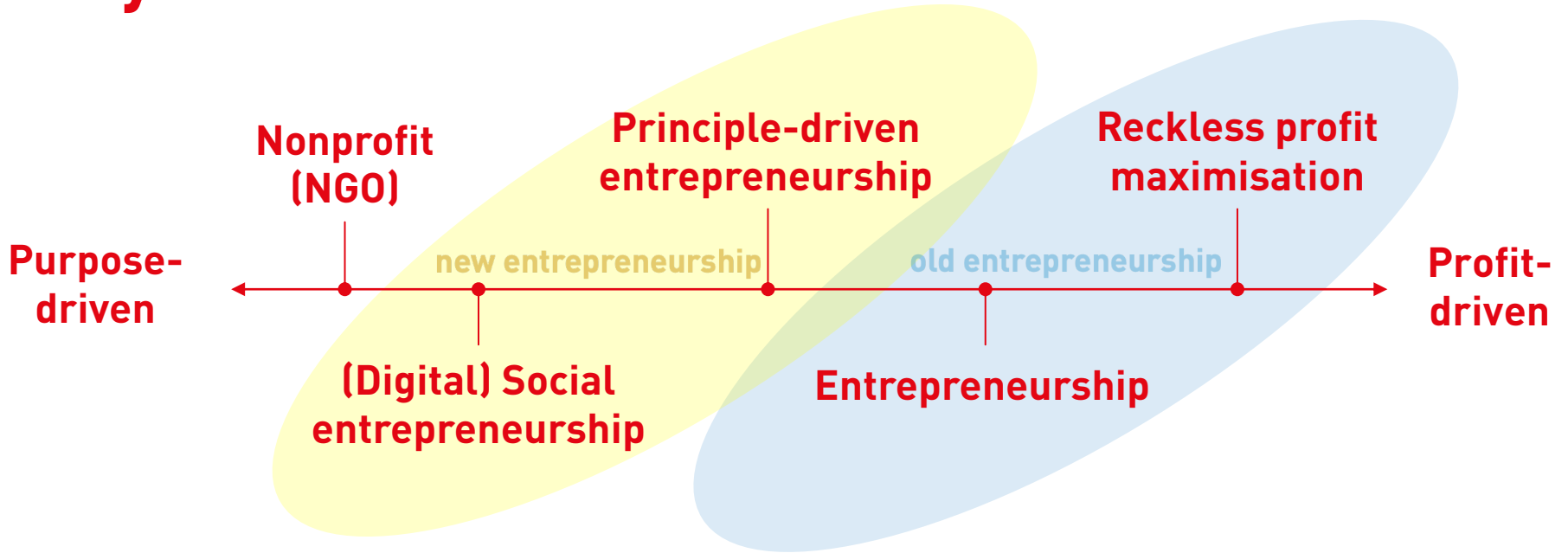
Skill in starting new businesses, especially when this involves seeing new opportunities.

Cambridge Dictionary

Three Components of Entrepreneurship



You don't need to be profit-driven only.



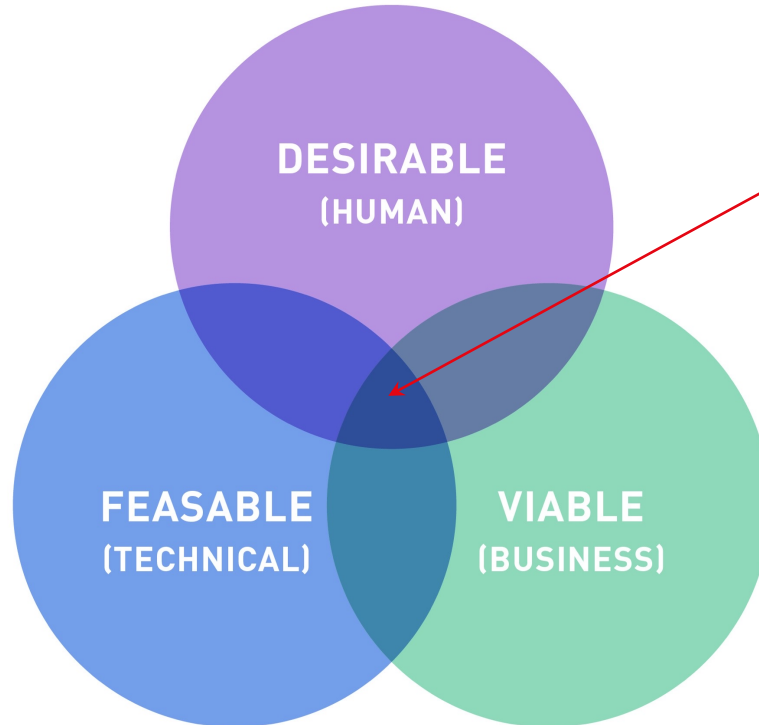
Ulrich, P. Gewinnprinzip oder prinzipiengeleitetes Gewinnstreben? Wirtschaftsethische Auflösung eines betriebswirtschaftliche Tabus.

In Hahn, R., Janzen, H. & Matten, D. (Publ.), Die gesellschaftliche Verantwortung des Unternehmens: Hintergründe, Schwerpunkte und Zukunftsperspektiven.

Festschrift für Professor Dr. Gerd Rainer Wagner, Schäffer-Poeschel. Stuttgart 2012. p. 21-38

The sweet spot of innovation

Do they?

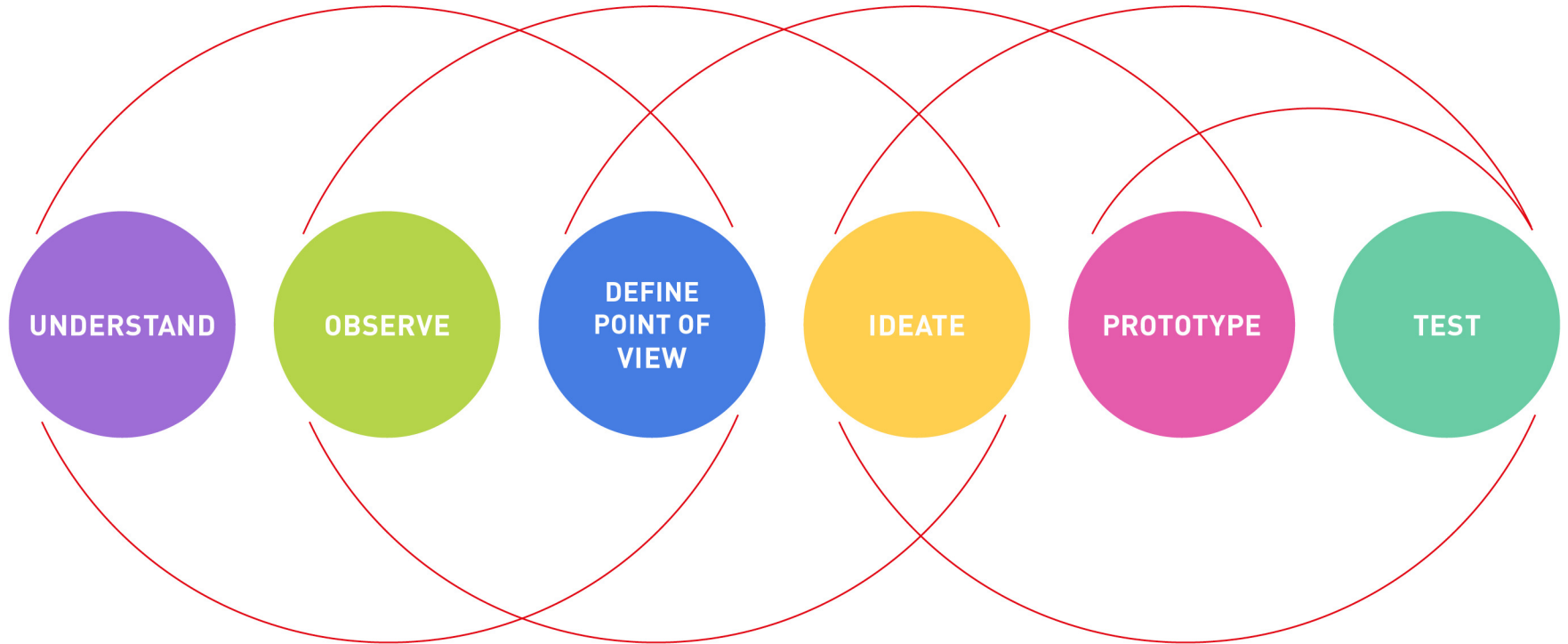


INNOVATION

Can we?

Should we?

Design Thinking



PITCH



What is pitching?



A short but effective explanation that is intended to persuade someone to buy a product or accept an idea.

Cambridge Dictionary

Rhetorical Foundation

1. A pitch is a short speech.
2. An effective speech convinces people best by shifting perspective from the speaker to the audience.

We tend to agree with ourselves.
We tend to disagree with others.

The secret to convince others to agree with us, is to make them feel like *your* arguments are *theirs*.

This can be done by echoing the audience' inner world. This inner world is governed by emotion.

Seven Steps to prepare a pitch

1. **Problem**
2. Target group product | Target group pitch
3. **The solution**
4. User experience: how does it work?
5. **Create trust in you (and your team / market / finances)**
6. **Punchline**
7. **Call to action**

STORYTELLING



Stories motivate the listeners



- Stories draw us in emotionally
- It's easier this way for our brain to understand connections by inferential linking
- Storytelling is part of our shared cultural life

Everybody can tell a story



Everytime we talk about our day, we tell a story.

You already are story-experts.

Tips for creating a good story

- *Who* is your protagonist?
- *What's* his/her problem in what context?
- *How* do you make his/her life better?
- Make it tangible and relatable for your audience!

Imitation before Innovation

Falling Walls Venture and Falling Walls Lab have a load of great pitches you can learn from. Here are some links:

[Traceless](#) – Anne Lamp

[Deaf-Blind Isolation](#) – Tom Bieling

Bonus: [Thought Leader gives a presentation](#) – Pat Kelly

Young Entrepreneurs in Science

- opens up new career perspectives for young researchers
- part of the Falling Walls Foundation
- enabled by Federal Ministry of Education and Research



More about us online!

youngentrepreneursinscience.com



LinkedIn
Page



LinkedIn
Group



Facebook



Instagram

[/sciencepreneurs](https://www.instagram.com/sciencepreneurs)



Twitter



Newsletter