

Collaboration and Pitching

Collaborate | Innovate | 2017

Dr Sarah Pearson
Pro Vice-Chancellor (Industry Engagement & Innovation), University of Newcastle
Heather Catchpole
Co-founder and Head of Content at Refraction Media
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Outline

- Welcome
- Examples of Collaboration
- Elevator Pitching tips
- Pitching Practice – breakout groups
- Lessons learnt
- Q&A



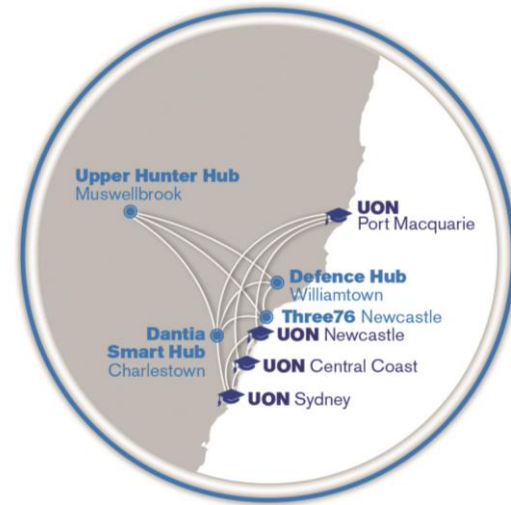
Industry Engagement – Industry Perspective



HALLS



Government & Ecosystem Engagement



Startup and Angel Investment Engagement



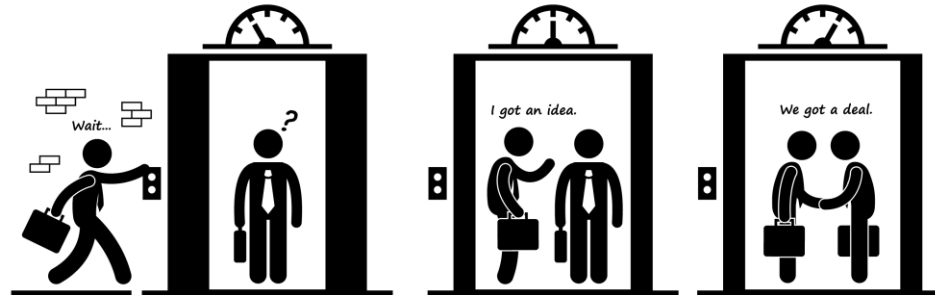
Over to Heather re Pitching



The elevator pitch

Slide 5: What makes a good elevator pitch?

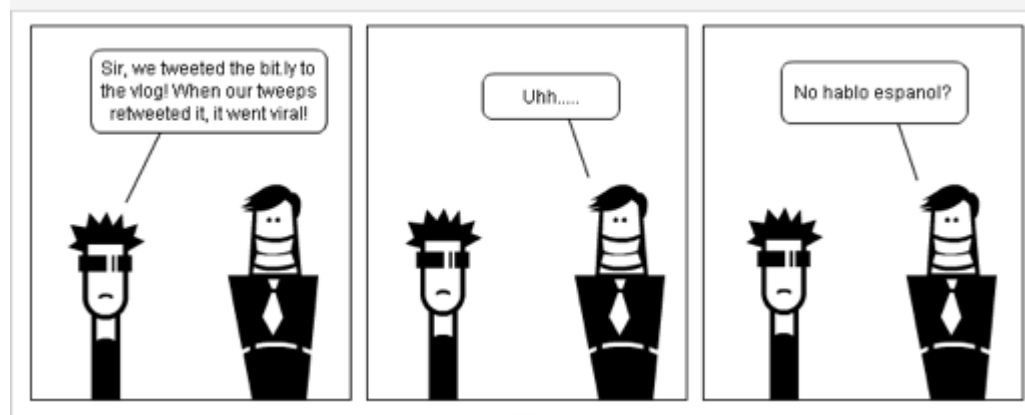
- Short & supershort versions
- Finding your killer stat
- Identifying the 'gap'
- Your solution
- Why you are the right person for the job



Hone your language

Slide 6: Who are you talking to

- Know your audience
- Know the buzzwords
- Watch out for jargon
- It's a conversation



The elevator pitch examples

Kebari - the gluten free barley. Gluten proteins are problematic for many, especially coeliacs. CSIRO scientists combined rare barleys missing each of the types of gluten, producing a revolutionary new barley, named Kebari – for beer and food.



<https://www.csiro.au/en/Research/AF/Areas/Plant-Science/Wheat-barley/Kebari-barley>

The elevator pitch examples

gemaker We help Australia's smartest people take their ideas to the world by connecting them to strategic partners, funding and customers. Gemaker has helped more than a dozen research organisations to commercialise their innovations, including three CRCs. We recently supported the Smart Services CRC to develop two successful spin offs from research.



<http://bit.ly/2pZSuey>

Pitching Exercises

- Break into teams of 5 for 30 minutes
 - Choose who you want to pitch to
 - Discuss how you would pitch
 - Prepare 30 second pitch
 - Practice and give feedback
 - Have final pitch ready to go
- Come back to group
- Each team give their pitch
 - Pitching and Feedback
- What did you learn?
- Q&A



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Thank you

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