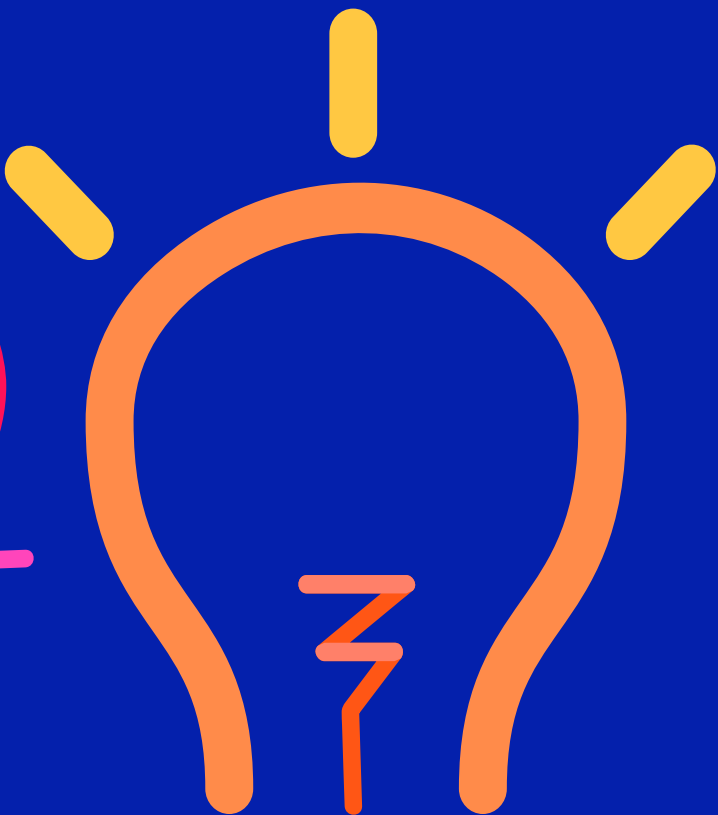# Team Name & Logo

Date

Storytelling Presentation (Your Pitch)

Everyone loves to hear stories. So tell an exciting story about your idea!

Storytelling

- You want to start with a story that draws people in and incapsulates why the topic is important to you
- Storytelling allows us to talk WITH people, rather than just talk TO them, and allows us to create connections, People not only need to understand your idea, but they need to "feel" it.
- The story should thread through the entire presentation: A good beginning, middle and end. At the close, wrap up your story.
  - The Set Up
  - The Struggle
  - The Solution
- You may wish to get the storyline straight first using Post-its

Pitch Presentation Components

Pitch Presentation Components

- Problem Articulation
- Current Available Solutions
- Your Solution (MVP)
- Implementation Cost
- Scalability
- The Team & Close
- Questions

Problem Articulation- Begin Telling the Story

- WHAT IS THE PROBLEM OR UNMET NEED YOU ARE SOLVING?
  - How you describe the problem is one of the most important components to a pitch. Tell us the problem through storytelling. Bring the audience straight into the story.
  - Talk about the problem that generated your idea, what motivated your project, and how it is part of your life and/or your group's. This kind of information generates empathy and is the first step to grab their attention
  - Don't assume we know anything, even if we are all nurses. Explain the problem in detail, step by step.
  - What is the problem/pain point you are trying to address? What does it cause? Who feels the pain point?
  - Engage and draw the audience in and make them feel like they are solving the problem with you.

- HOW BIG IS THIS PROBLEM (Scope)? HOW MANY PEOPLE DOES IT AFFECT?
  - Data helps here if you can find the right information.
  - Example: if I am going to tell the audience about the problem with patient falls, I would want to let them know the volume of hospital falls costs $53 Billion dollars/year nationally.

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Currently Available Solutions

- Current Solutions = Current Problems and/or Significant Inefficiencies?
  - You should research what is currently on the market to solve your problem. If there are solutions currently available, then make it clear what the issues are, so you can show how your solution differs and excels.
  - The current solutions will be your competitors, so knowing your competitive set well will enable you to better compete.
  - If no current solutions exist, make that clear.

Your Solution

- Describe your proposed solution. Go in detail how your solution works and have a Minimally Viable Product (MVP) to demo
- Convince the judges why your solution is superior. Simplify your story – what are the THREE things you want the audience to remember?
- Speak to any regulations surrounding this solution or barriers you may encounter, but have a plan
- Consider creating a grid to show what current solutions do and how your idea differs. This provides a very effective visual (see slides 11 and 12 for examples)

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EXAMPLE 1 – Our Solution vs. The Competition

Benefits	Our Solution	Competitor 1	Competitor 2	Competitor 3	Competitor 4
Intuitive to Use	X				
Cost to Use	Free	$X Subscription			
Platform	Microsoft	Zoom			
Users	Patients/Families/ Clinicians	Clinicians only			

EXAMPLE 2 – Our Solution vs. The Competition

Benefits	Our Solution	Competitor 1	Competitor 2	Competitor 3	Competitor 4
Intuitive Design	●		●		
Cost	●			●	
Performance	●	●	●		
Quality	●	●			●
Complexity	●	●		●	
Overall Assessment	5	3	2	2	1

Implementation Cost

- Although we don't expect a full business plan, your team should think about implementation cost and who is going to pay for the solution.

- Will it be the patient? Insurance Company? Hospital system etc.

- Try to understand your costs to build your solution, which will in turn, inform you of what the costs will need to be.

- How will you penetrate the market? Who are the key market influencers/decision makers that you need to target or consider?

Scalability

- When devising a solution, you should always think about your target population and give it some thought as to how the solution can be scaled and implemented everywhere not just at your institution (this can happen later, of course, but be prepared to answer the question).

- Are there other case uses for your solution?

- What do you need to be successful?

- Who else needs to be involved to implement your solution?

The Team & Close

Bring the story you opened with full circle.

Close the pitch– why do you think this is a great idea? Remind the audience what they have seen – no more than three points.

Introduce your team members and discuss skill sets brought to the team that strengthens the solution. By now the audience understands your proposed solution so they can connect the skill sets. Include contact Info: Name/Email

Many investors will invest if they like the team and find the team inspiring and passionate.

Try to anticipate the judges questions so you can answer them, however, if you have done your homework, you will be prepared.

Finally, practice, practice, practice! Getting all important points across in 3 minutes!

Good Luck & Good Pitching!

— From NurseHack4Health Organizers

Additional charts, process, timeline templates

Use if helpful

Slide Title in Arial Bold, 30 pt. Black

Subtitle in Arial Regular, 20 pt.

Use this template for two columns of text, two images, or to pair text with a cropped image. If there is only one chunk of copy, consider getting rid of the bullets.

Slide Title in Arial Bold, 30 pt. Black

Subtitle in Arial Regular, 20 pt.

- In some cases, the image will sit to the left of the text.

- Make sure whichever you choose, it is consistent throughout your presentation.

Slide Title in Arial Bold, 30 pt. Black

Subtitle in Arial Regular, 20 pt.

- Bulleted copy spans two columns, to the right of a single-column image.

- In this scenario, image should usually be on the left.

Slide Title in Arial Bold, 30 pt. Black

Subtitle in Arial Regular, 20 pt.

Three columns of text   or text with imagery   or just images

Slide Title in Arial Bold, 30 pt. Black

Subtitle in Arial Regular, 20 pt.

Three columns of text   or text with imagery   or just images

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"Use this template to add extra emphasis to a quote, fact or statistic."

— Attribution

"Use this template to add extra emphasis to a quote, fact or statistic."

– Attribution

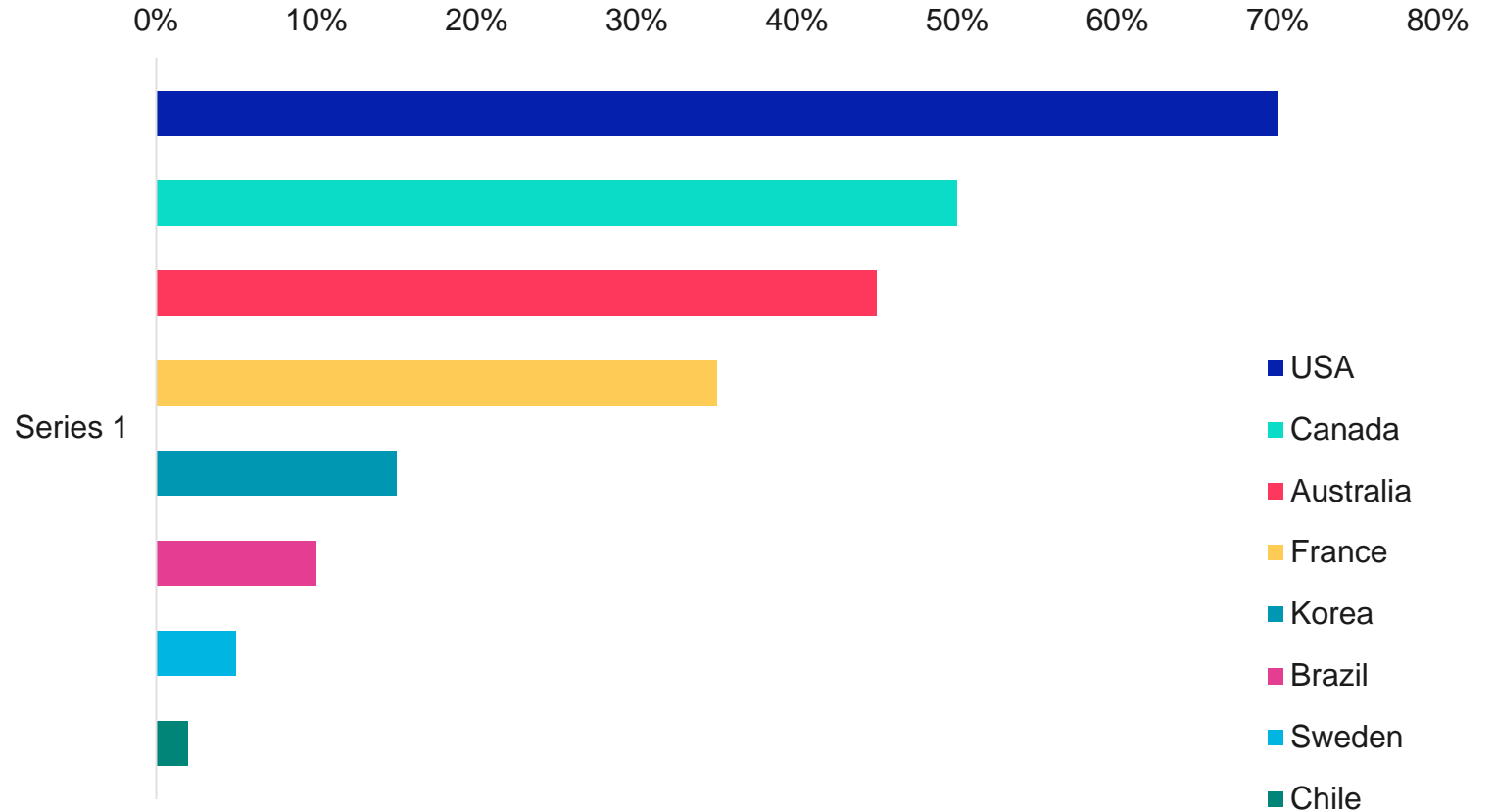"Use this template to add extra emphasis to a quote, fact or statistic."

— Attribution
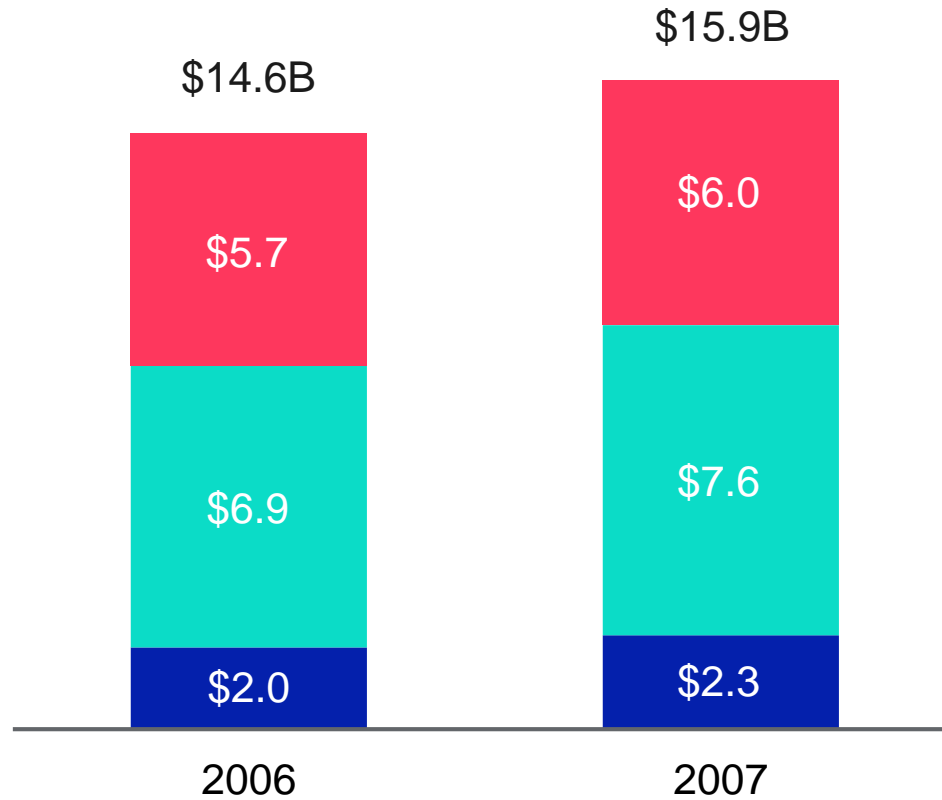
Bar Chart Example

Extending past 6 colors

Manually select colors from palette to complete the chart.

When using bar charts, retain a minimum distance of 50% between data points.
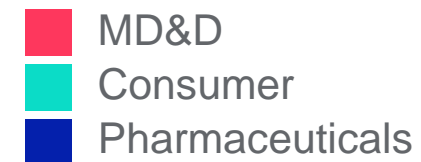
Stacked Column Example

Align elements to the grid and enhance the size of key.

% to Sales

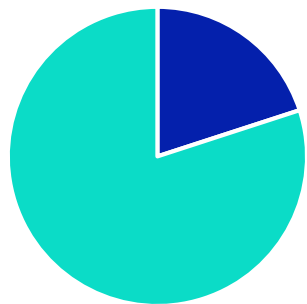|	
2006	**25.7%**
2007	**26.0%**

Legend:
- MD&D
- Consumer
- Pharmaceuticals

Compare/Contrast Example

Subhead

Your body copy goes here. Body copy goes here. Body copy goes here. Body copy goes here.

1 in 5

Describe your statistic here. This is where the text goes, in Arial 15pt font.

22%

Your content relating to the pie chart can go here.
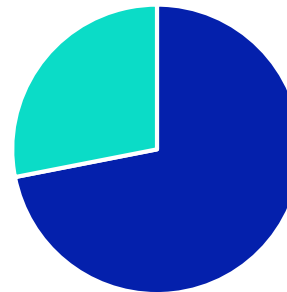
Subhead

- Your first bullet point can go here.
- This is where your second bullet point will go.

Subhead

Your body copy goes here. Body copy goes here. Body copy goes here. Body copy goes here.

3 in 5

Describe your statistic here. This is where the text goes, in Arial15pt font.

31%

Your content relating to the pie chart can go here.

Subhead

- Your first bullet point can go here.
- This is where your second bullet point will go.

4 Column Organization

Subhead1

Put your body copy for subhead one here. You can divide into paragraphs, if needed. This is where the body copy goes. This is where the body copy goes. This is where the body copy goes.

Subhead 2

Put your body copy for subhead one here. You can divide into paragraphs, if needed.

Subhead 3

Put your body copy for subhead one here. You can divide into paragraphs, if needed. This is where the body copy goes. This is where the body copy goes. This is where the body copy goes. This is where the body copy goes. This is where the body copy goes. This is where the body copy goes.
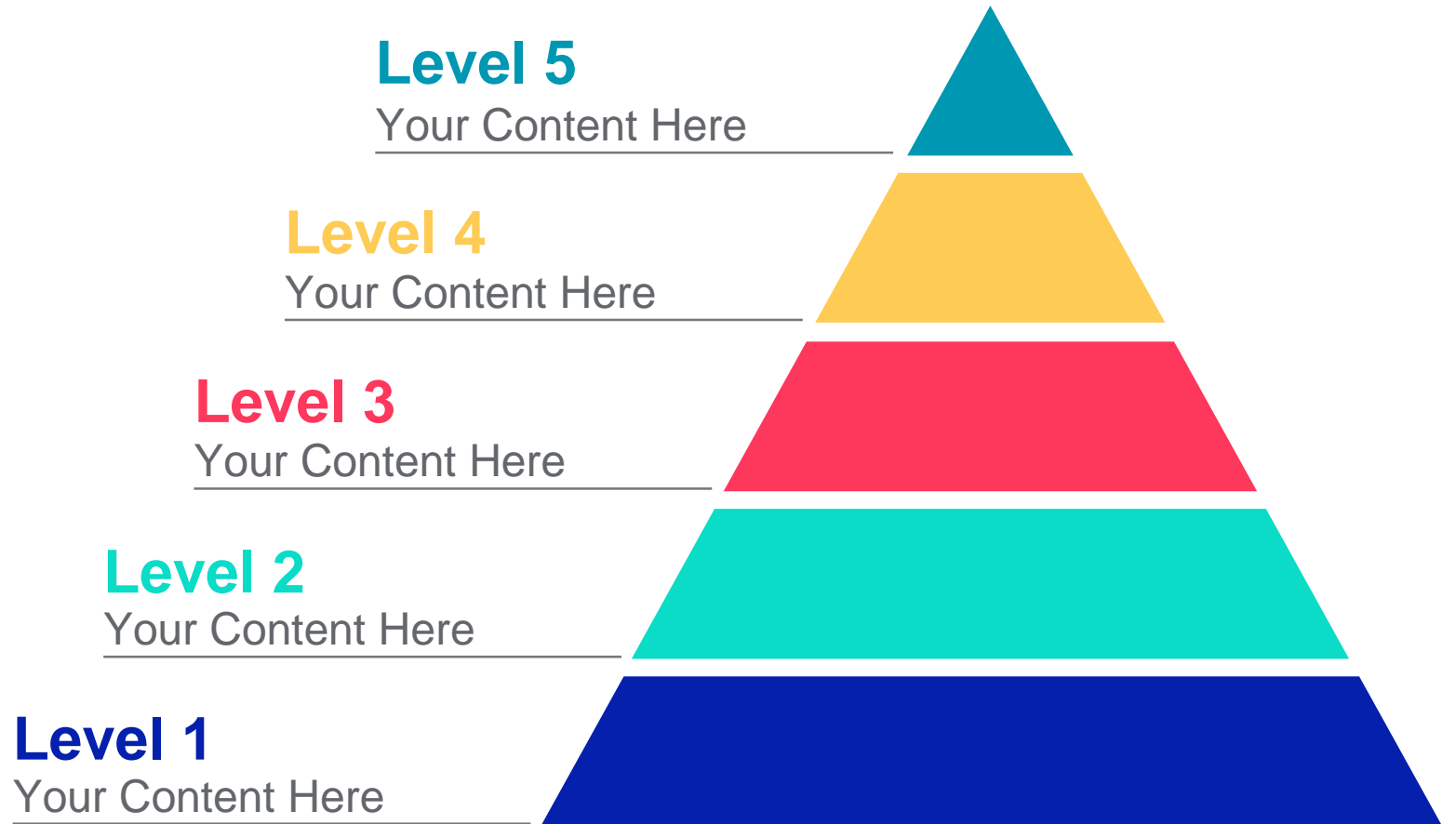
Subhead 4

Put your body copy for subhead one here. You can divide into paragraphs, if needed. This is where the body copy goes. This is where the body copy goes.

Pyramid Example

Subtitle in Arial Regular, 20 pt.

Manually select colors from palette to complete the chart. Include any explanatory information here.
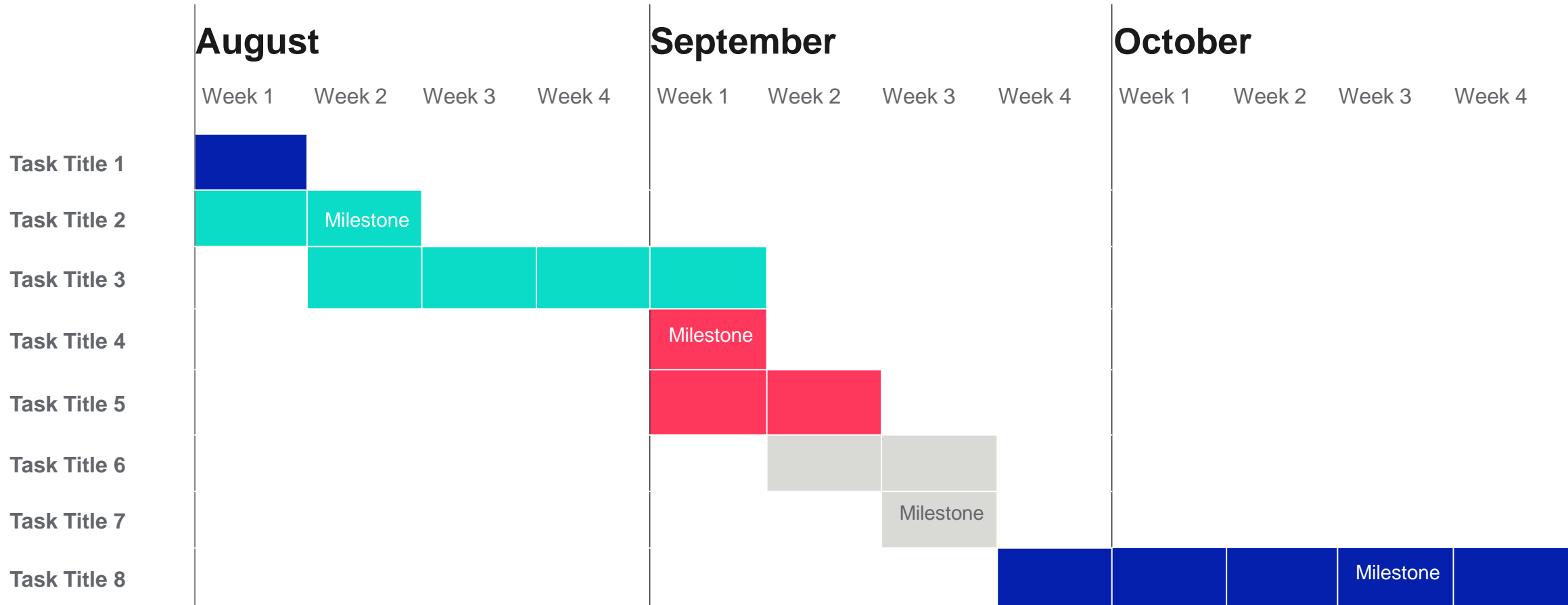
Level 5
Your Content Here

Level 4
Your Content Here

Level 3
Your Content Here

Level 2
Your Content Here

Level 1
Your Content Here

Name Lastname

Title

Write a short biography here…

Timeline Overview

Phase 1
Description

Phase 2
Description

Phase 3
Description

Phase 4
Description

Deliverable 1
Additional info

Deliverable 2
Additional info

Deliverable 3
Additional info

Deliverable 4
Additional info

Venn Diagram

Topic 1

- **Text goes here**
- **Text goes here**
- **Text goes here**

Topic 3

- **Text goes here**
- **Text goes here**
- **Text goes here**

Topic 2

- **Text goes here**
- **Text goes here**
- **Text goes here**
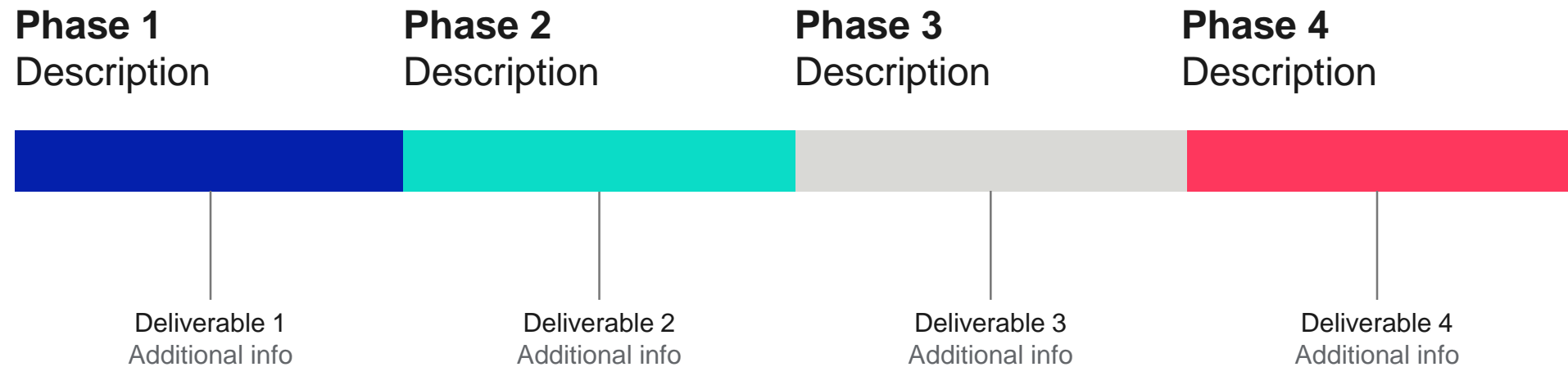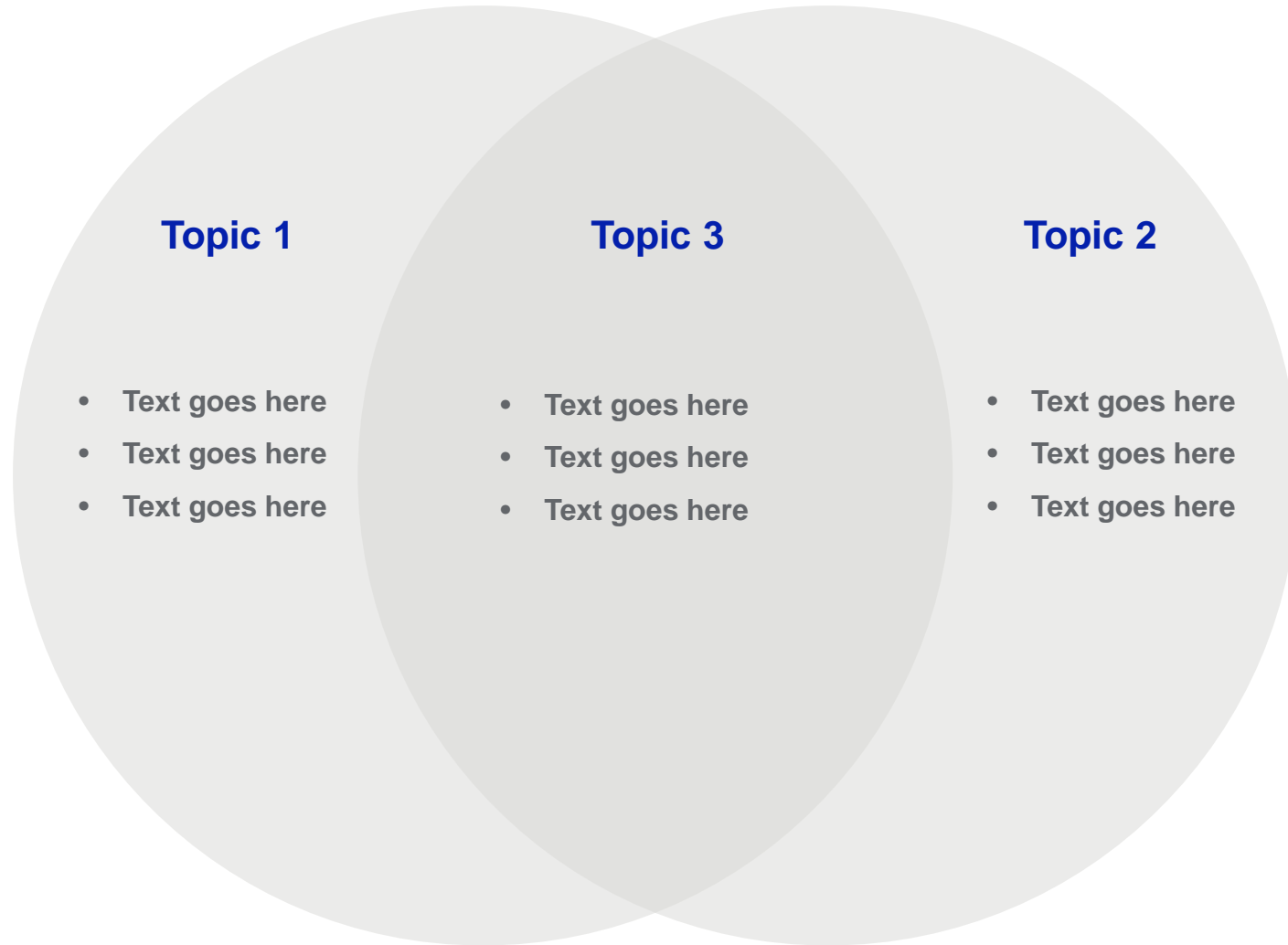
Process Map

Organizational Chart

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Table Example A

Use solid colors headers and row color variations to separate information. Change table colors using the Table Design tab.

TOTAL COMPANY	2010	2009	% CHANGE	
			TOTAL	OPS
Sales	$61.6B	$61.9B	(0.5%)	(1.3%)
Adjusted Earnings*	$13.3B	$12.9B	2.9%	
Adjusted EPS*	$4.76	$4.63	2.8%	
Free Cash Flow**	$14.0B	$14.2B		

Table Example B

Use solid colors headers and row color variations to separate information. Change table colors using the Table Design tab.

TOTAL COMPANY	2010	2009	% CHANGE	
			TOTAL	OPS
Sales	$61.6B	$61.9B	(0.5%)	(1.3%)
Adjusted Earnings*	$13.3B	$12.9B	2.9%	
Adjusted EPS*	$4.76	$4.63	2.8%	
Free Cash Flow**	$14.0B	$14.2B		