



CBB Workshop

How to Start a Spinoff Company - Some Key Steps and Who Can Help

Guidelines for “Making Your Pitch”

The second part of this workshop aims to help researchers in telling their pitch to commercialize their research into a service or product and how to tell a compelling story. Researchers / ventures are invited to send in their submissions to pitch their research projects or ideas for commercialization. Selected pitches will be made to a panel of expert investors. Six submissions will be selected. Submissions are due by **November 30, 2015**. Notices of acceptance to present your pitch will be sent by **Friday, December 4**.

Submission Process

Researchers are to submit a **one-page** document (*longer submissions will not be reviewed*) to give a pitch by **November 30, 2015** to Krystina Bednarowski at kbednarowski@uwaterloo.ca.

Submission Document

Your submission should state:

- Who you are (name of your research group or individual) and contact information (email and telephone number).
- Who will be giving the pitch.
- What the product or service is and name if it has one.
- General area (e.g., device, sensor, biopharmaceutical, wearable, system, process)
- No longer than one page.

Your submission should consider the following questions:

- Do you have an idea that can turn into a commercial product or service within the next five years? (A shorter path to commercialization is even better.)
- How large of a market would there be for this product/service? (Is there sufficient need for this so that the company might generate \$50M in revenues a few years from now?)
- Is there a demonstrated need for the product/service? (Do you hear from people who say, "I would pay you for this if you can deliver it to me"?)
- Do you have access to a team who would work with you to commercialize your project? (Are there fellow academics, grad students, or business partners who see the same potential that you do?)

Presenting Your Pitch (if selected)

Pitch Format

Pitches will be timed.

- 5 minutes for pitch backed by PowerPoint slides to illustrate your research or efforts to date
- 5 minutes for questions and feedback from a panel of investors.

Centre for Bioengineering and Biotechnology (CBB)

Shirley Fenton, Business Development Director – sfenton@uwaterloo.ca

Krystina Bednarowski, Administrative Assistant – kbednaro@uwaterloo.ca

Davis Centre, Room 2625 - 519-888-4567 ext 32732

cbb.uwaterloo.ca



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Your pitch is not to be a talk about the science behind the ideas; we are asking for a talk about the commercial impact that these ideas can have. Please consider the following points in preparing your pitch:

- Don't delve too much into the specifics of your research.
- Don't reveal the "secret sauce."
- Anticipate an audience this is university educated but not necessarily in science or engineering.
- Show proof points that validate your research rather than the deep science or lab processes that provides that validation.
- The level of your talk should be somewhere between a Scientific American article and an article for Popular Science.
- You need to prepare and tell a compelling story. Here's a link to a talk that you may find useful (prepared for a recent MaRS Entrepreneurship 101 class): <https://vimeo.com/127528770> .
- This is not a talk about the science behind the ideas; it should be a talk about the commercial impact that these ideas can have.
- Is it novel?
- Does it have the added benefit of improving people's lives throughout the world?

Remember: You need to [REGISTER](#) to attend this event!

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