



Case Study: Speech & Presentation Coaching for Entrepreneurs (2)

Situation:

- An entrepreneur developing medical devices to help people with mobility challenges was a finalist in a business accelerator competition. He faced several hurdles in the competition, including not being an experienced public speaker.

Actions:

- For his final pitch presentation, we developed a good set of slides that fit within the competition's parameters, and rehearsed extensively. We also reviewed and practiced answers to a range of potential questions that the judges could pose.
- A key aspect of his verbal presentation was that the financial prize for the winner would be more significant to developing his business than to the other teams who already had more financial backing and resources. Therefore, I advised him to use the phrase **“and that is why my winning this competition would have a bigger impact on my business than any of the others”** to both conclude his prepared remarks and at the end of every response he gave to the judges' questions.

Outcomes:

- The entrepreneur effectively presented his information and slides demonstrating the value of his lead product, as well as the others in his development portfolio.
- He was comfortable and confident in making the presentation, and answering the judges' questions.
- The entrepreneur came in second in the competition, which came with ongoing incubation support from the organization running the competition.
- *“Your help with the pitch was great. I hope to continue reaching out to you for feedback in the future.”*