



SCIENCE PITCHERS

in

f



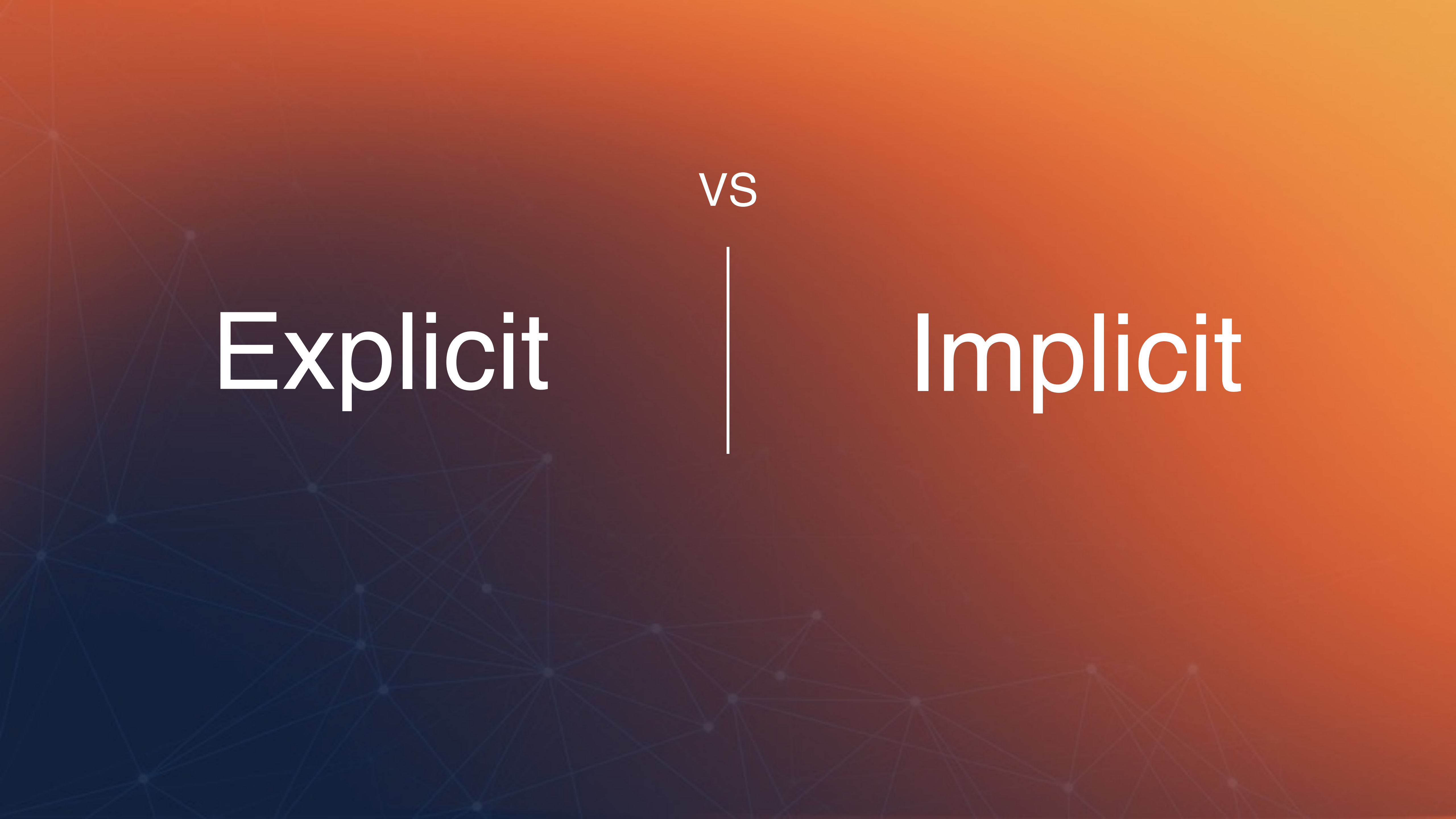


# Reflection

C.V.

vs

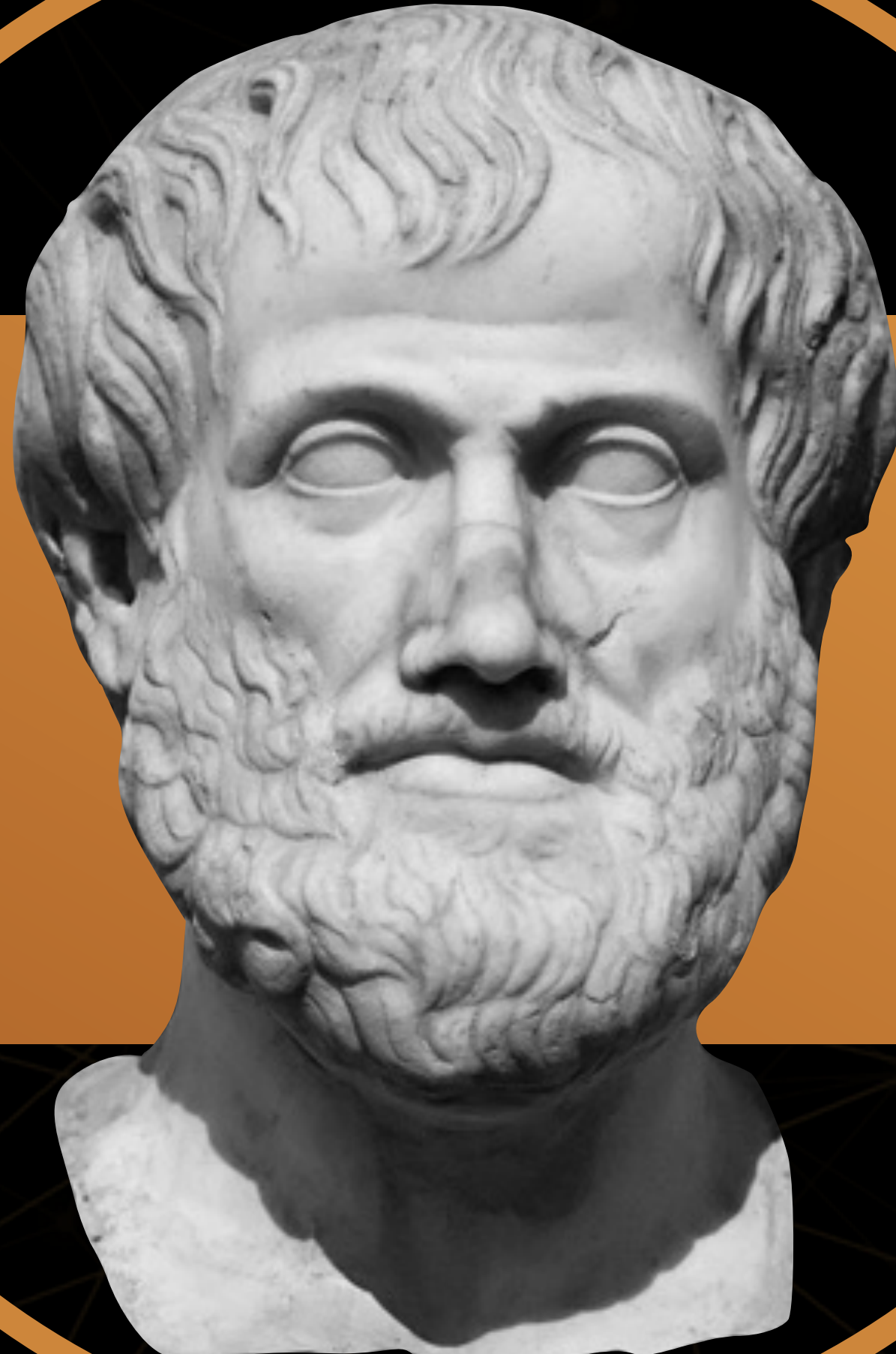
Values



Explicit

vs

Implicit



“Speeches that rely on **examples** are **persuasive**, but those which rely on **enthymemes** excite the **louder applause.**”

Aristotle

# PITCHES VS STORIES?

# PITCHES

# Spark Interest

STORIES  
Make a point!



# Break





## Bicycle of the mind

67K views • 12 years ago

k k0rthaj

Steve Jobs interviewed in 1990. Short clip about the bicycle of the mind.

3D

1:18

## Steve Jobs on computers as bicycles for the mind



An excerpt from a 1980 presentation in which he reaches for, but doesn't quite make explicit, the analogy that became an Apple catchphrase ...

YouTube · Philip Elmer-DeWitt · 14 Dec 2011

# Metaphors, symbolism & figures of speech



KUNGL.  
VETENSKAP  
AKAD

THE ROYAL SWEDISH ACADEMY OF SCIENCES



#NobelPrize

 [Nobelprize.org](https://nobelprize.org)



# Highlight the problem/solution using a technique to create images

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**Individual**



**5 min**



SCIENCE PITCHERS

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Tarek & Khalil in the lab



# Our story

Birth of Science Pitchers

2017

2017



2018





01.06.2018

UUTINEN

## Khalil Shahramian voitti Three Minute Thesis -kilpailun

*Turun yliopiston hammaslääketieteen tohtorikoulutettava Khalil Shahramian voitti eurooppalaisten yliopistojen Three Minute Thesis -kilpailun finaalin. Shahramian kilpaili Coimbra Group 3MT Competition -voitosta kesäkuun 1. päivä Espanjan Salamancassa.*



*Kilpailun voittaja Khalil Shahramian (oik.), vararehtori Riitta Omran juhlivat voittoa Salamancassa.*

# Can communication help...



Funding



Public support



Collaborations



AALTO  
VENTURES  
PROGRAM



BUSINESS  
FINLAND

TURKU  
SCIENCE  
PARK Oy Ltd

# Science Pitchers



growth  
works



somic



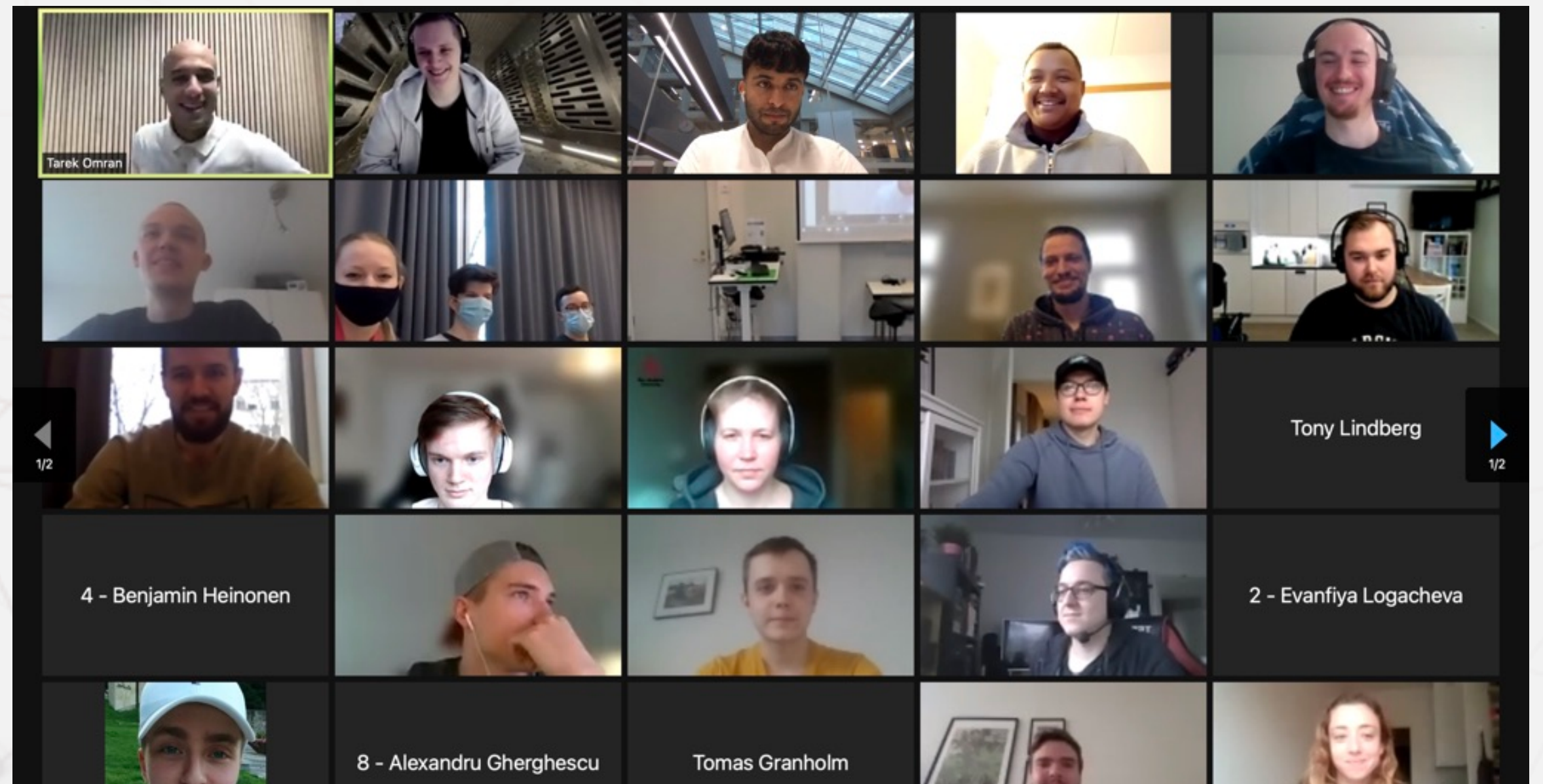
BoostTurku  
ENTREPRENEURSHIP SOCIETY



Ambitious  
Africa



HULT  
PRIZE







# Personalised Workshops

SCIENCE PITCHERS



Sachin Kochrekar

10 000€



Shruti Jain

5 000€



# 1:1 Coaching

SCIENCE PITCHERS



CONGRATULATIONS TO THE

2020 INNOVATION  
AWARD **WINNER**

**SHERIF BAYOUMY**  
Ph.D. Candidate

Marie Skłodowska-Curie Early  
Stage Researcher | PhD student at  
Amsterdam UMC

10 000€





# 1:1 Coaching

SCIENCE PITCHERS



CONGRATULATIONS TO THE  
2020 INNOVATION  
AWARD **WINNER**



Priceless



# Innovation Commercialisation

SCIENCE PITCHERS



**Elmira**  
**Zahra**  
**Jahanshah Rad**

**PhD Candidate on Material science**  
**University of Turku, Finland**

**700,000€**  
Research to Business



Innovator  
Patent Holder



# Innovation Commercialisation

SCIENCE PITCHERS



Elmira

Zahra

Jahanshah Rad

PhD Candidate on Material science  
University of Turku, Finland

PRICELESS

~~700,000€~~

Research to Business





Personalized workshops



1 : 1 Coaching



Innovation commercialization consultancy

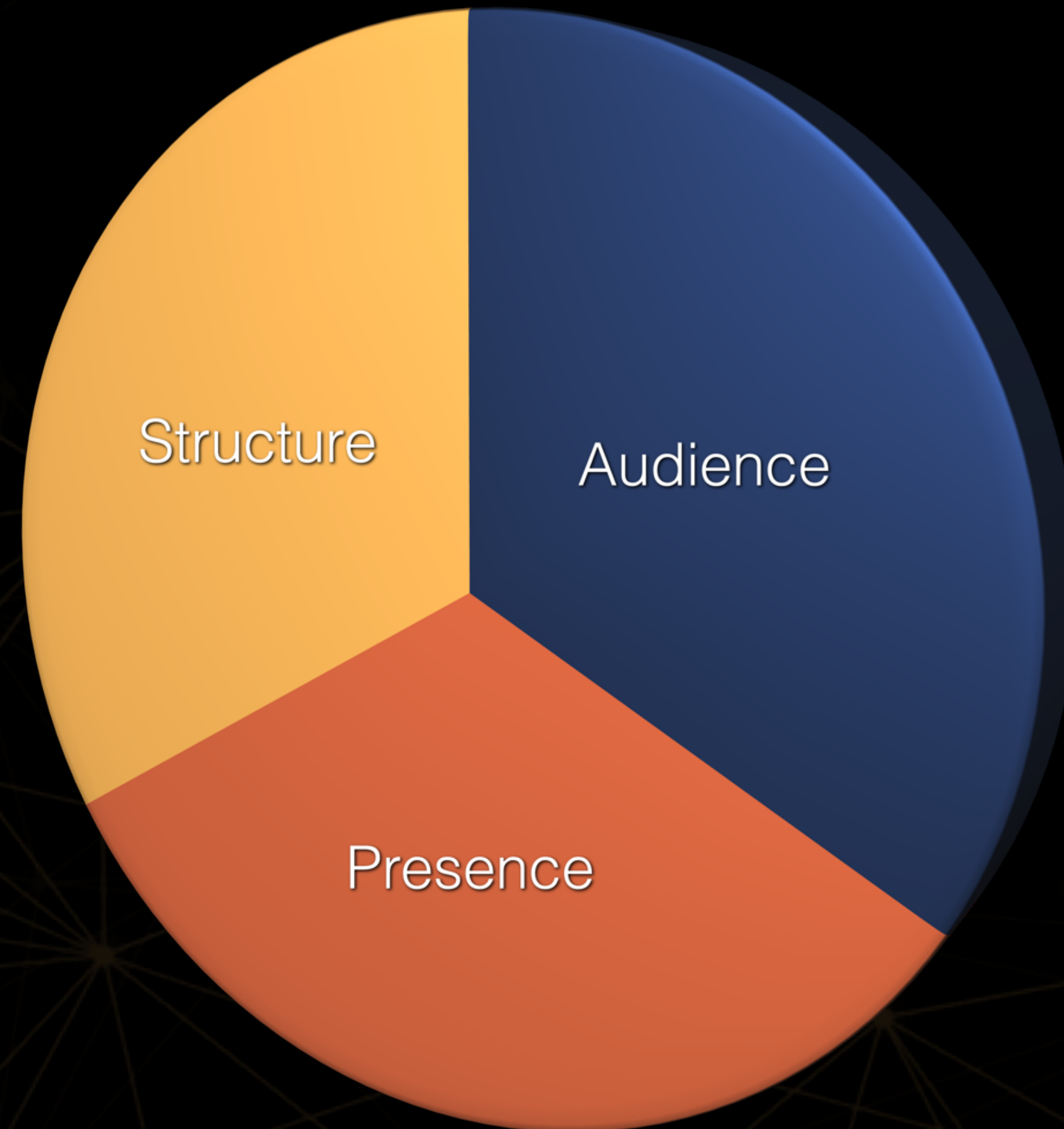




SCIENCE PITCHERS



## Reverse Engineering





# Who is your audience?

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**Groups**



**5 min prep**



# Reflection



# Wii F.M.

What's In It For Me?





# What did they do to win?



**Groups**



**3 min prep**

# THE SECRET FORMULA



# Captivate

Values, your WHY  
Intriguing Question  
Shocking Statistics



# Intent



Introduce Theme  
Set the Tone  
Simplify terms



# Attack

The Problem

More Relevance

Highlights Importance

Bridges solution / product



# Facts Figures Findings



Present solutions  
Successful Projects  
Findings



# Bigger Picture

More future Innovations  
Societal Impact  
Global Dent



# Wii F.M.

Audiences' favourite radio channel

## What's In It For Me?



# Impression

FINISH STRONG  
Ultimate Goal  
Values



# CIA

Captivate

Intent

Attack



# FBI

Findings

Bigger Picture

Impression



Formulate a pitch about your **project**  
using the CIA-FBI formula

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**Groups**



**7 min prep**



# Pitch your project



**Group of 3**



**2 min speech**



**2 min Feedback**



# Feedback



What was good?

What segment did you want to know more about?



# Group Gathering



# Reflection



More notable performances  
CIA-FBI in Action



Get insp  
by scien

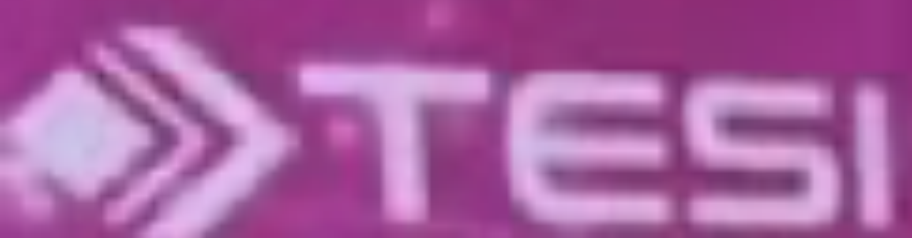


Observe in the next video:  
Speaker 1st Attacks the Problem  
—> Presents a Solution  
—> Attacks the Solution  
—> Presents another Solution

# Albert Bellmunt Gil

3MT People's Choice of the 3MT Final 2023  
at the University of Turku





International  
Institute of  
Technology



CONTEST MODERATOR

**Nicolaas van Strien**

Research Scientist, VTT





# 2050



MY EDUCATION,  
MY FUTURE

WWW.WHITEHOUSE.GOV

MY EDUCATION,  
MY FUTURE

WWW.WHITEHOUSE.GOV

WWW.  
WHITEHOUSE.GOV

MY  
WWW

as a nation can meet our  
greatest challenges in the future.



# Highlight the problem/solution using a technique to create images

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**Groups**



**5 min**



# Pitch your project



**Pairs**



**2 min speech**



**2 min Feedback**



# Feedback



What did you like about the metaphor?

How can it be improved?



# Group Gathering



# Reflection



# Break



# Pitch your project



**Groups**



**2 min speech**



**2 min Feedback**



**Promise to do one thing differently**



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