



Biomedical Engineering

Presentation Skills
Course Code: UNR231
Level: 200
Allowed Time: 2 hours
Jan. 24, 2019
First 2018 /2019
Final Exam [50 Marks]



Faculty Of Engineering

All questions are in ONE page.

Don't use pencil.

Answer ALL the questions.

Q.1) [8 Marks]

How to apply eye contact concept in an open area with +3000 audience?

Q.2) [8 Marks]

Draw theater, U, and banquet shapes for room setup and highlight their application.

Q.3) [8 Marks]

List four tricks to overcome nervousness before presentations and fuel your energy.

Q.4) [8 Marks]

Fill in the Spaces:

- a) In a work setting, messages may be seen through and.....
- b) The nonverbal communication sources areand.....
- c) is the part of your talk, which covers the main points.
- d) On travel, you tape your business card to the top of your laptop when.....

Q.5) [8 Marks]

Are the following statements True (correct) or False (wrong)?, If it's false put the correct one.

- a) Deliver key words and concepts with the same pace of less important material ()
- b) Don't keep arm gestures above waist ()
- c) It's not preferable to use the finger-pointing to express accusation. ()
- d) Flipcharts are useful for recording brainstorming ideas. ()

Q.6) [10 Marks]

How to pitch to investors and venture capitalists in 3 minutes?

All Best Wishes, Dr. Nabil Shalaby



Biomedical Engineering

Presentation Skills

Course Code: UNR231

Level: 200

Allowed Time: 2 hours

Jan. 24, 2019

First 2018 /2019

Final Exam [50 Marks]

Model Answer



Faculty Of Engineering

Q.1) [8 Marks]

How to apply eye contact concept in an open area with +3000 audience?

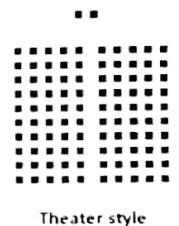
Divide the hall into spots/parts. Make eye contact with different parts of the room. As the distance increases, a larger number of people feel your eye contact.

Q.2) [8 Marks]

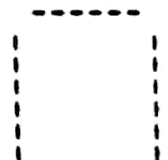
Draw theater, U, and banquet shapes for room setup and highlight their application.

Answer:

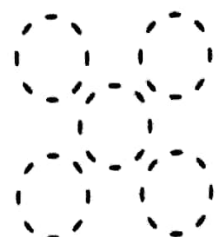
Theater style seating is a series of chairs arranged in parallel rows, all facing forward to the front of the room. No tables are provided. Most large lecture theaters and movie theaters are arranged this way. It's a better choice of presentations for large audiences where the information flow is one-way (from speaker to audience) and there is no requirement for taking notes or using laptops.

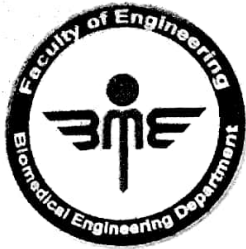


The U shaped setup works well for presentations where there will be interaction between the guests, and the speaker. The speaker can walk up and down the hollow box inside the "U" interacting with the guests. This style setup can be used for meetings, dinners, or watching films. When setting up "U" shaped, you may place a video projector etc. at the front of the hollow part of the "U". This is best for presentations with audiences of 25 people or less.



Banquet shape is generally used for food functions and is made up of standard round tables which seat 8-12 people. Banquet style setup allows for lively conversation and interaction amongst participants and breaks a large audience into smaller groups.





Biomedical Engineering

Presentation Skills
Course Code: UNR231
Level: 200
Allowed Time: 2 hours
Jan. 24, 2019
First 2018 /2019
Final Exam [50 Marks]

Model Answer



Faculty Of Engineering

Q.3) [8 Marks]

List four tricks to overcome nervousness before presentations and fuel your energy.

Answer:

Everyone experiences nervousness before presentations. The trick is to make your excess energy work for you by fueling it into your presentation.

Prepare. Research has shown that 50% of nervousness is caused by lack of preparation. Knowing your topic and that your presentation is well organized gives you confidence.

Practice. Stand up and practice your presentation. Ask a few friends or family members to serve as your audience. Practice answers to questions you anticipate from the audience. Videotape yourself if possible or stand in front of a full-length mirror while practicing.

Visualize. Think positively. Mentally rehearse the entire presentation in vivid detail. See yourself as a dynamic, knowledgeable speaker; it will also help you focus on what you need to do to be successful.

Eat and drink right. Eat a light meal beforehand. Drink fluids the previous day. Stay away from sugar, dairy and caffeine.

Breathe. Breathing from your abdomen releases stress-producing toxins. The first thing to do is sitting up, erect but relaxed, and inhale deeply a number of times.

Stretch. To relax, you need to release tension by allowing your muscles to flex.

Q.4) [8 Marks]

Fill in the Spaces:

Answer:

- a) In a work setting, messages may be seen through phone, email, and social media
- b) The nonverbal communication sources are body language, physical appearance, or vocal tone
- c) Body is the part of your talk, which covers the main points.
- d) On travel, you tape your business card to the top of your laptop when similar laptops can get inadvertently switched while going through airport security



Biomedical Engineering

Presentation Skills

Course Code: UNR231

Level: 200

Allowed Time: 2 hours

Jan. 24, 2019

First 2018 /2019

Final Exam [50 Marks]

Model Answer



Faculty Of Engineering

Q.5) [8 Marks]

Are the following statements True (correct) or False (wrong)?, If it's false put the correct one.

a) Deliver key words and concepts with the same pace of less important material (wrong)

variable pace

b) Don't keep arm gestures above waist (wrong)

keep arm gestures above waist

c) It's not preferable to use the finger-pointing to express accusation. (wrong)

It's not preferable to use the finger-pointing at all

d) Flipcharts are useful for recording brainstorming ideas. (correct)

Q.6) [10 Marks]

How to pitch to investors and venture capitalists in 3 minutes?

Answer:

These are the most important things to keep in mind when you prepare your pitch:

1. Tell a story of the problem

Begin your pitch with a compelling story. This will engage your audience right out of the gate. And if you can relate your story to your audience, even better! Your story should address the problem you're solving in the marketplace.

2. Your Solution

Share what's unique about your product and how it will solve the issue you shared in the previous slide. Keep it short, concise, and easy for the investor to explain to others. Avoid using buzz words unless your investors are very familiar with your industry.



Biomedical Engineering

Presentation Skills
Course Code: UNR231
Level: 200
Allowed Time: 2 hours
Jan. 24, 2019
First 2018 /2019
Final Exam [50 Marks]
Model Answer



Faculty Of Engineering

3. Your Successes

Early in the presentation you want to build some credibility. Take some time to share the relevant traction you've had. This is your opportunity to blow your own horn! Impress the investors with what you and your team have accomplished to date (sales, contracts, key hires, product launches, etc.).

4. Your Target Market

Don't say that everyone in the world is potentially your market, even it could be true one day. Be realistic about who you're building your product for and break out your market into TAM, SAM and SOM. This will not only impress your audience, but it will help you think more strategically about your roll-out plan.

5. Customer Acquisition

This is usually one of the most skipped sections of an investor pitch and a full business plan. How will you reach your customers? How much will it cost? How will you measure success? Your financials should easily allow you to calculate your customer acquisition costs.

6. Your Competition

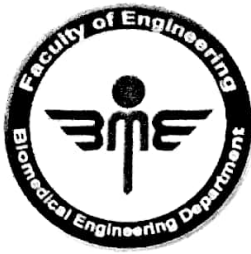
Again, a VERY important part of your pitch, and many people omit this section or don't provide enough detail about why they're so different from their competitors. The best way to communicate your value proposition over your competitors' is to show this slide in a matrix format—where you list your competitors down the left side of the page, you have your features/benefits across the top, and place check marks in the boxes for which company offers that service.

7. Your Revenue Model

Investors tend to care about this slide the most. How will you make money? Be very specific about your products and pricing and emphasize again how your market is anxiously awaiting your arrival.

8. Your Financial Projections

Show what you're projecting in revenue (per product) over the next three to five years. You MUST back-up your numbers by sharing your assumptions. You'll see investors taking out their smartphone



Biomedical Engineering

Presentation Skills
Course Code: UNR231
Level: 200
Allowed Time: 2 hours
Jan. 24, 2019
First 2018 /2019
Final Exam [50 Marks]

Model Answer



Faculty Of Engineering

calculators to make sure your numbers make sense, so give them the information they need to see that your calculations are accurate.

9. Your Team

Investors invest in people first and ideas second, so be sure to share details about your rock star team and why they are the right people to lead this company. Also be sure to share what skill-sets you may be missing on your team. Most start-up teams are missing some key talent – be it marketing, management expertise, programmers, sales, operations, financial management, etc. Let them know that you know what you don't know!

10. Your Funding Needs

Clearly spell-out how much money has already been invested in your company, by whom, ownership percentages and how much more you need to go to the next level (and be clear about what level that is). Will you need to raise multiple rounds of financing? Is the investment you're seeking a convertible note, an equity round, etc.? Remind the audience why your management team is capable of managing their investment for growth.

11. Your Exit Strategy

If you're seeking large sums of investment capital (over \$1M), most investors will want to know what your exit strategy is. Are you planning on getting acquired, going public (very few companies actually do), or something else? Show you've done some due diligence on this exit strategy, including the companies you're targeting, and why it would make sense 3, 5, or 10 years down the road.

All Best Wishes, Dr. Nabil Shalaby