

Biomedical Engineering

Presentation Skills
Course Code: UNR231
Level: 200
Allowed Time: 2 Hours
May. 16, 2018
Second 2017 /2018
Final Exam [50 Marks]



Faculty Of Engineering

All questions are in one page.

Answer ALL the questions.

Don't use pencil.

Q.1) [7 Marks]

Why some audiences fail to listen to presentations?

Q.2) [7 Marks]

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

Q.3) [7 Marks]

Discuss four possibilities for organizing your presentation ideas.

Q.4) [7 Marks]

List five things to avoid when using your voice to keep audience attention during presentation.

Q.5) [7 Marks]

How to pitch to angel investors or venture capitalists in under 5 minutes?

Q.6) [7 Marks]

Fill in the Spaces:

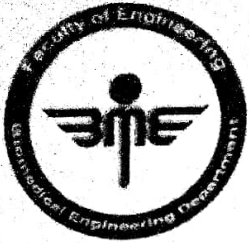
- a) The sign of the human being related to more listening, less talking is.....
- b) is the key to a good presentation.
- c) Try to look at every face in a nearly..... to..... audience. (Guess a number)
- d) Voice pace is..... and voice pitch is.....
- e) is the ability to capture investor's interest in less than a minute.
- f) On travel, you tape your business card to the top of your laptop when.....
- g) The end of your talk should include.....,, and

Q.7) [8 Marks]

Are the following statements (✓) or (x)?, If it's (x) put the correct one.

- a) Handouts should have been distributed before the presentation. ()
- b) Don't keep your feet pointed toward the audience. ()
- c) Use uppercase letters to focus people on the important details. ()
- d) Flipcharts are useful for recording brainstorming ideas. ()

All Best Wishes, Dr. Nabil Shalaby



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Model Answer



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Q.1) [7 Marks]

Why some audiences fail to listen to presentations?

Answer:

1. Predict what is to be said and switch off.
2. The topic is very complex to catch.
3. The topic is extremely simple.
4. Tired or worried.
5. Physical noise.
6. Linguistic noise.
7. The speaker has problems in communicating with his attendees.

Q.2) [7 Marks]

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

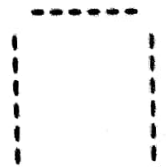
Answer:

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

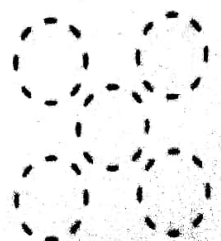
Answer:

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.

U shape



Banquet



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.



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Q.3) [7 Marks]

Discuss four possibilities for organizing your presentation ideas.

Answer:

1. Problem/solution.
2. Chronological.
3. Topical.
4. Spatial.
5. Theory/Practice.

Q.4) [7 Marks]

List five things to avoid when using your voice to keep audience attention during presentation.

Answer:

1. **Speak too fast.** When you are nervous, trying to show enthusiasm, or see your time is running out, you may begin to race through material. You know you are talking too fast when you trip over words. The audience may draw the conclusion that you don't know your material or that you're bored with your subject matter.
2. **Speak too slowly.** Long pauses and hesitations negatively broadcast to the audience that you're not prepared, you are avoiding a direct answer, or this isn't your field.
3. **Sound monotone.** Delivery without a variation in speed, pitch and volume creates the dreaded monotone, whose hypnotic effect will put your audience to sleep. Being monotone is one of the easiest ways to lose your audience.
4. **Speak lower than your natural pitch.** In business, sometimes a loud speaking business card is perceived as authoritative.



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5. **Speak too softly.** When speaking softly you run the risk of not being heard. The audience will think you are unsure of yourself or you're boring. People will not strain to listen to you. No only should the audience be able to hear, but you want to make it easy for them to keep listening.

Q.5) [7 Marks]

How to pitch to angel investors or venture capitalists in under 5 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.

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



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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.

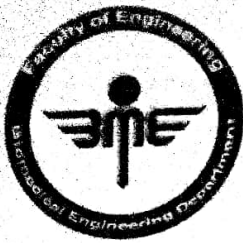
8. Your Financial Projections

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 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,

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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.

Q.6) [7 Marks]

Fill in the Spaces:

Answer:

- a) The sign of the human being related to more listening, less talking is two ears and one mouth.
- b) Simplicity is the key to a good presentation.
- c) Try to look at every face in a nearly 1 to 30 audience. (*Guess a number*)
- d) Voice pace is the speed at which someone speaks and voice pitch is the degree of highness or lowness of a tone.



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e) Elevator Pitch is the ability to capture investor's interest in less than a minute.

f) 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 or during a conference.

g) The end of your talk should include four parts: a brief reminder of what you tried to show in your speech and how you tried to do so, a short conclusion, thanks to the audience for listening, and an invitation to ask questions, make comments or open a discussion.

Q.7) [8 Marks]

Answer:

Are the following statements (✓) or (×)?, If it's (×) put the correct one.

- | | |
|---|-----------------------|
| a) Handouts should have been distributed <u>before</u> the presentation. | (×)After..... |
| b) <u>Don't keep</u> your feet pointed toward the audience. | (×)keep..... |
| c) Use <u>uppercase letters</u> to focus people on the important details. | (×)color..... |
| d) Flipcharts are useful for recording brainstorming ideas. | (✓) |

All Best Wishes, Dr. Nabil Shalaby