

2014 Intelligent Sensing Summer School - Pitch Development

Introduction

The Pitch Development activities at the 2014 Intelligent Sensing Summer School consist of three separate competitions:

- 1) Group Case Study Pitch
- 2) Individual/Team Elevator Pitch for the Tech Transfer idea
- 3) Individual/Team QTech Pitch

Case Study Pitch (DAY 1, morning)

- Groups of approximately six people will receive a case study from which they will develop an impact pitch.
- The groups will be assisted by a facilitator.
- The groups will pitch to an internal panel of experts.
- The panel's decision on who are the winners will be final.
- The prizes per team will be £300 1st prize, £150 2nd prize and £100 3rd prize.

Elevator Pitch for the Tech Transfer idea (DAY 1, afternoon)

- Individuals or teams will develop a 1-minute elevator pitch based on their research at the Centre for Intelligent Sensing.
- Teams will require the consent of all supervisors (PhD) or line managers (post-docs) prior to the Summer School.
- The Elevator Pitch will be developed by some group activities and facilitation.
- A <200 word written elevator pitch and video, taken by the facilitator, is required.
- Both the text and video will be reviewed by an internal panel.
- The panel's decision on who are the winners will be final.
- The (up to six) winners will receive £100 per team and will progress to the QTech Pitch.

QTech Pitch

- QTech is a fund which is part of the EPSRC Impact Acceleration Project.
- The QTech process consists of a Bootcamp day (DAY 2 of the Summer School) and a practice pitch session (DAY 3, morning) and the pitch for funding (DAY 3, afternoon).
- The entrants will be given a template pitch presentation which will need to be completed before the pitch for funding.
- Each entrant will be assigned a mentor who will help them complete their presentations.
- On the morning of the Bootcamp day external experts will present on various aspects of developing the pitch and in the afternoon the entrants will have one-to-one sessions with the same experts to refine their pitches.
- The practice pitch session will be in front of the mentors, where feedback will be given to assist the entrants in developing their final presentation.
- The pitch for funding will be delivered to a panel of industry and venture capital experts. The rest of the students and staff at the CIS Summer School will also be invited to attend.

- The winners of the pitch for funding will be chosen by the panel (50%) and the audience (50%).
- The prizes per team will be £300 1st prize, £150 2nd prize and £100 3rd prize.
- The panel will also make a decision on which of the projects will receive up to £10k of QTech funding based upon a costed plan to develop and test the prototype of the technology.
- The panel's decision on who is funded is final.
- Any QTech funds will be treated as a QMUL project and will be transferred to a project code which will be administered by either the PhD Student's supervisor or the Postdoc's line manager.

General

1. All Intellectual Property is owned by Queen Mary University.
2. You are under a non-disclosure agreement regarding all ideas/research presented by other participants in the Summer School.
3. You are encouraged to work on your idea before the Summer School starts.
4. Entry is open to researchers who are currently outside CIS but whose research fits within the scope of the Centre (<http://cis.eecs.qmul.ac.uk/aboutus.html>), providing the consent of their supervisor (for PhDs) and line manager (for post-docs) is acquired prior to the first day of the Summer School.

Programme: <http://cis.eecs.qmul.ac.uk/school2014.html>