

# INSTRUCTIONS

In the following Powerpoint, you will find a template to help you tell your story in the most impactful manner.

We designed it to make sure someone else than yourself can understand your project. Like a jury for a competition, a client for a sales call, or even a colleague who did not work on the same project.

Even though you do not realise it, you often "know too much" about your project. You are too "sophisticated" in the subject.

You've been working for years on the project, and some concepts are easy to understand for you.

But for others, it might be the first time they hear about these concepts.

Your stakeholders, most of your colleagues, and often your boss can't be a specialist in everything and might struggle to "get" what you do.

When we asked 500 professionals if they sometimes misunderstand their colleagues, and miss information - almost 98% of them answered that they do. Some even admitted that they never understand their colleagues' projects.

Using this Powerpoint template, you will respect a specific structure for the information that helps the brain of these people process the information. The template is like a formula to avoid being trapped in your own knowledge.

So for others, this means they will understand without struggling, and their attention won't drop. They will understand, get convinced, and some will even be inspired.

The four first slides of this template will help you inject the basic concepts.

These are called:

1. The context
2. The real problem
3. The expectations
4. The solution as a category

You do not need to remember how the steps of the formula are called to use it. You just have to follow the formula - or the recipe - as we like to call it. As for baking a cake, if you follow the recipe, you will end up with a nice looking cake. If you don't, it will be harder.

In slides 5 to 8, we expand on the details of what you have done in your project, add technical details, and make our reasoning more complex.

these are the steps called:

5. How it works 1
6. How it works 2
7. How it works 3

As you start to understand we are not trying to simplify the story of what you have done. We are not pretending the project was easy. We just build the understanding slide by slide, step-by-step, so a non-specialist can also understand.

We do not pretend, lie or distort the facts, but we reposition them in a logical order that makes sense to others.

One of the best ways to explain technical details in slides 5, 6 and 7, is to add a reason you have done something for each one of those slides. By writing the word "because" and explaining why you have done something, you give the listener's brain a break.

Because of that break - his brain absorbs the information better. So use the word "because" or "so that" in each of these steps.

Finally, slides 9-10 help us inspire people.

First, by explaining your vision, the big idea you wish the world understood; and finally, by displaying your name, partners and brand.

You will find it interesting to see that the brand is at the end of this presentation.

We do not start with our name, project acronym, partners and funding reference because this is not relevant to people who don't know us yet.

The project's name and partners are relevant to you, and you would love people to remember your name and to do that, we need to convince them first.

So if your story is powerful and logical, the listener will be interested in who is "behind" the project.

To make your story logical, you have to follow the template, read the instructions, and use the examples to inspire your story.

# INSTRUCTIONS

On each slide you will find

- instructions on the top left corner, explaining you what you should ideally write.
- and 4 different examples that can inspire you for your own story.
- On the right side, this is where you will write your story.

We created prompts, little pieces of sentences, that will help you write faster. Decide if you want to use them or not.

## PROCESS

- Use the slides 4 to 13 to write, following the 10 steps of the story
- Once you are done, simply delete all the instructions and examples on the left and you have your story.
- Find an image that adds some visual context to what you say. If you talk about climate change, find a picture of how it affects a region similar to yours, or people you might help with your project.
- You can add illustrations or icons as well, but they often provide less visual context than a real picture.
- Once you are done, export to a PDF and send it to us.

Good luck, and enjoy the process.

instructions

example 1

example 2

write your story here

example 3

example 4

# YOUR PRESENTATION

The next slides show an example and propose you to write your own sentence

# 1. context

Write in two sentences maximum where the action takes place, and in which sector we are active

Try to fit at least 2 of these 4 parameters

[a date] [a location] [a number] [a topic]

In certain regions of Nigeria, having a daughter is still regarded as a burden for the family

There are 1.2 billion office workers in the world, and most of them struggle to share knowledge with their colleagues and boss

Manufacturers in Europe need to constantly innovate, and adopt new materials to make their products more sustainable and comply with the legislation

Drug Trafficking is on the rise in Europe, and represents a market of over 30 billion euros yearly.

In [this country], there is this problem [topic], and more than [xxx people] are affected

For the last [xxx years], citizens living in this [region] have been struggling with [topic]

## 2. real problem

Write in two sentences maximum the problem that the people/organisation you help have

Try to focus on one type of people/organisation  
[managers] [local authorities] [teachers] [developers]

For local authorities who want to help their community change, it is hard to go against hundreds of years of cultural norms

But for manufacturers, changing materials means rigorous testing, and it is hard to access the machines and skills to make this happen without stopping production

But for professionals with deadlines, it is hard to patiently take the time to explain every details to their colleagues and boss

But for judicial authorities, it can be difficult to fight organised crime that moves across borders constantly

For [this people] it can be hard to  
[do this]

But for [...] it is often problematic to fight  
against [this]

### 3. expectations

Write one sentence, ideally formulated as a question,  
to announce what you can do for these people

A question often triggers even more attention  
[what if we could?] [could we..?]

Could training local authorities to have conversations with  
community leaders, help them start this cultural change?

Would getting access to top-tier university equipment and  
experienced scientists cut down on the costs to test new  
materials in a manufacturing process?

Could we help professionals use templates to share  
technical information with non-specialists?

So what would happen if law enforcement could ask each  
other information to plan their next operation across  
borders?

Could we help [these people] do ?

What would happen if we could...?

Was there a way we could ...?

Would [doing this] change the way...

## 4. solution

Write one sentence, to announce the “big solution” as a category that everyone can understand.

Don’t dig into the details yet, explain the type of solution you put in place instead

We launched a workshop with role-playing debates to simulate real conversations and train civil servants

We created a service to provide access to university laboratories, to companies who needed rapid testing

Introducing: Lyria - an AI powered website that interpret complex information and turn it into a powerpoint presentation easy to understand

We built a secured platform for police officers and judges to rapidly exchange information by text, video calls and wiki articles

We launched a ...

We created a ...

We built a ...

a series of workshops / a training course / an online training / a consultancy support / a prototype / a research project / a pilot project / a report / a series of events / a marketing campaign / an awareness campaign / a lobbying campaign / an investment strategy / a new process / a new material / a new standard / an infrastructure / a web app / a mobile app / a digital platform

## 5. how it works (1/3)

Write one paragraph max. to detail how the solution works.  
You have 3 slides of “How it works” - This is the first one.

Note that this slide has 2 parts - one that starts with BECAUSE. That's because we also need an explanation to understand WHY you did something.

We started by selecting 100 civil servants who had ties with the community, like cousins, aunts and uncles, **because** we wanted them to understand what problems were existing, almost at a personal level

We started by creating a pedagogic website describing the 10 types of machines the most important to realise testing, because we needed our customers to be able to think with us about the opportunities offered by material science testing

We first gathered over 1000 project case studies and fed them to the AI, so as to train it to recognise the patterns behind the most convincing technical stories

By first conducting over 500 interviews with police officers and judges, we mapped their main communication and information needs, and thanks to that map we could start designing a solution they would use

We started by [doing this...]

Because [we needed to...]

Because ...  
so that...  
as a result of ...  
and thanks to ...  
therefore ....  
and so ...

## 6. how it works (2/3)

Write one paragraph max. to detail how the solution works.  
You have 3 slides of “How it works” - This is the 2nd one.

Note that this slide has 2 parts - one that starts with BECAUSE. That's because we also need an explanation to understand WHY you did something.

We then did this **because**....

Following this, we did this **so that** ...

As we discovered... we decided to... and **thanks to** that  
we had the possibility to...

By doing this, we manage to reach ... **therefore**...

We then [did this...]

Because ...

Because ...  
so that...  
as a result of ...  
and thanks to ...  
therefore ....  
and so ...

## 7. how it works (3/3)

Write one paragraph max. to detail how the solution works.  
You have 3 slides of “How it works” - This is the 3rd one.

Note that this slide has 2 parts - one that starts with BECAUSE. That's because we also need an explanation to understand WHY you did something.

Finally, we did this [...] so that

Thanks to [...] we managed to... and so, ...

This made it possible to [...] and therefore

As we discovered, this unlocked... and as a result...

Finally, we [did this]...

Because [we needed to...]

Because ...  
so that...  
as a result of ...  
and thanks to ...  
therefore ....  
and so ...

## 8. proof / credibility

Write one paragraph max. to show what you achieved in terms of performance, numbers and consider adding testimonials

You should add numbers / endorsements / testimonials, ideally one of each

In less than 12 months, we trained over 100 civil servants to lead conversations - resulting in over 1000 direct contacts with people. And we saw a direct increase of mentions in the local press of the topic - currently totalling over 200 press clips.

In our first prototype projects we experienced a 78% decrease in the time needed to run similar experiments, and received a brilliant testimonial from the CEO of BETACOMP "we never thought we could save money and still raise the quality of our research"

Since the launch of the software in Beta version, we gathered over 2000 beta subscribers, submitting together 4000 stories; and a recent survey talked about 92% satisfaction from the beta users

In the first 6 months since launched, over 3000 police officers and judges from 18 countries have joined the platform, and contributed to over 2000 conversations. This has already lead to a common police operation.

### Since we started we...

In less than 12 months we saved ...

We already attracted ...

Our solution saves on average ...

We triggered ... press clips

The UN said of our project that ...

We were awarded the 2nd price for innovation

We triggered 45 press mentions

## 9. our vision

Write one paragraph sentence a powerful vision, what you stand for, and what you want the world to be thanks to your work

Be ambitious. You deserve it.

We work everyday to fight climate change with data

Thanks to that, we want to change the life of people everywhere, and make sure they never go hungry again...

By helping youngsters take confidence in their own skills, we change the Spanish job market

More than better students. Better people.

this is our vision

Use your slogan

Or a quote

Or create a slogan

Think big

# 10. brand

Write your name, put your logos, put your partner's logo, eventually add any information to find you - website, names of contact etc.

LOGO: Project / Organisation behind the project

SLOGAN

We are ..

A team of ...

working everyday to save lives with data

this is ... [name of the project]  
Funded by [funder]

# TOOLS

We built 2 tools to help you write your story even faster  
Attend the workshop to understand how to use them

Category	For	Who has the problem?	#2 Real Problem	So we created	#4 Category Solution	
Training Learning	For...	professionals	It can be hard to know how to apply this technique without support	so we created	a series of workshops	
		citizens	It can be hard to use the product without the proper training		a training course	
		consumers	... might struggle to understand the concept without guidance		an online training	
		students			a consultancy support	
		teachers	It can be difficult to make the most cost-efficient decision		a prototype	
		experts	It can be hard to develop such product without first testing a first approach		a research project	
		researchers	It can be hard to make the proper decision without first analysing what exists		a pilot project	
		scientists	... might have a hard time adopting such solution without seeing how it works		a report	
		journalists			a series of events	
		doctors	It can be hard to make a decision without the right data		a marketing campaign	
Research & Analysis		patients			an awareness campaign	
		entrepreneurs	It is hard to feel part of community without meeting our peers	so we launched	a lobbying campaign	
		managers	... might struggle to know that the product exist without the right communication		an investment strategy	
		civil servants	... might not realise that there is a service, idea, product made for them		a new process	
		policemen / firemen			a new material	
Comms Marketing Convincing		mayors			a new standard	
		Universities	It can be a struggle to know what companies on the market need and do		an infrastructure	
		NGOs	It can be hard to develop such ambition vision without the right incentive		a web app	
		CSOs	... might need a new way of doing things to save time and money		a mobile app	
Scale up projects		Research Institutes	... might require a completely new type of material to achieve such performance		a digital platform	
		Hospitals	It can be hard to exchange with partners when everyone does different things			
		Small companies	... might need a completely new ... bridge/road to unlock more trade, exchanges			
		Medium companies				
Innovation / New approach		Large companies				
		Governments				
		National Authorities				
		National Administrations				
Physical need		Villages				
A digital tool						

<https://unsplash.com/>

Unsplash is currently the most extensive free stock pictures library on the market.

You don't need to add credits to the pictures you use, but it's better if you do, so the creator is acknowledged

The screenshot shows the Unsplash homepage. At the top, there is a navigation bar with a search bar, a logo, and links for Explore, Advertise, Blog, Log in / Sign up, Submit a photo, and a menu icon. Below the navigation is a horizontal menu with categories: Editorial, Featured, Digital Nomad, Current Events, Wallpapers, 3D Renders, Textures & Patterns, Experimental, Architecture, Nature, Business & Work, Fashion, Film, Food & Drink, and Health & Wellness. The main content area features a large, dark photograph of a mountain range with snow-capped peaks and autumn-colored trees in the foreground. Overlaid on this image is the word "Unsplash" in a large, white, sans-serif font. Below it, the text "The internet's source of freely-usable images." and "Powered by creators everywhere." is displayed. A secondary search bar is located below the main one. At the bottom of the page, there are sections for "Photo of the Day" (by eberhardgrossgasteiger), a link to "Read more about the Unsplash License", and an advertisement for Squarespace. Three small thumbnail images are also visible at the bottom.

Editorial    Featured  
Digital Nomad    Current Events    Wallpapers    3D Renders    Textures & Patterns    Experimental    Architecture    Nature    Business & Work    Fashion    Film    Food & Drink    Health & Wellness >

Unsplash

The internet's source of freely-usable images.  
Powered by creators everywhere.

Search free high-resolution photos

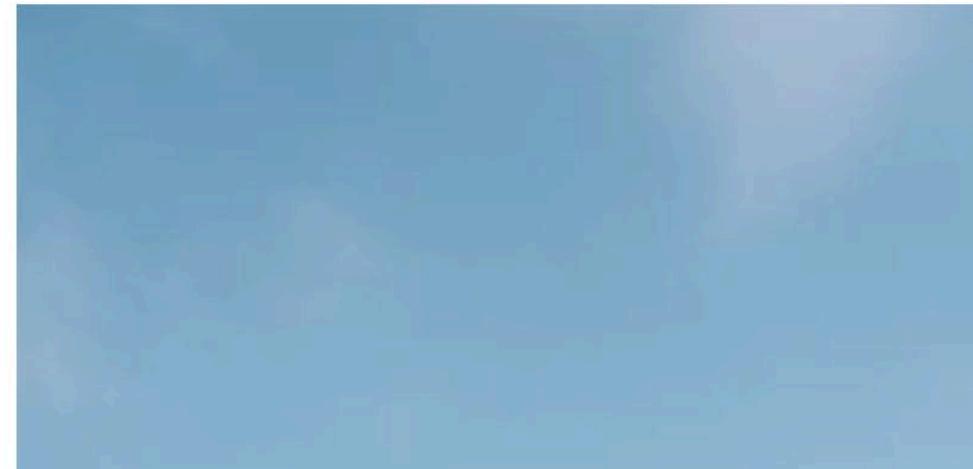
Trending: flower, wallpapers, backgrounds, happy, love

Photo of the Day by eberhardgrossgasteiger

Read more about the Unsplash License

SQUARESPACE

Start your website with Squarespace today.



<https://cloud.google.com/text-to-speech>

# Real-time feedback using AI voices

Testing your story is always helping you make it better.

First because you will realise that some things you know yourself, might not translate well to other people who are less knowledgeable,

and secondly because you can re-write fast, and test fast to improve your story.

Google Cloud Why Google Solutions Products Pricing Getting Started Docs Support Language Console

Cloud Text-to-Speech Contact Us Get started for free

JUMP TO

## Text-to-Speech

Convert text into natural-sounding speech using an API powered by Google's AI technologies.

Try it free

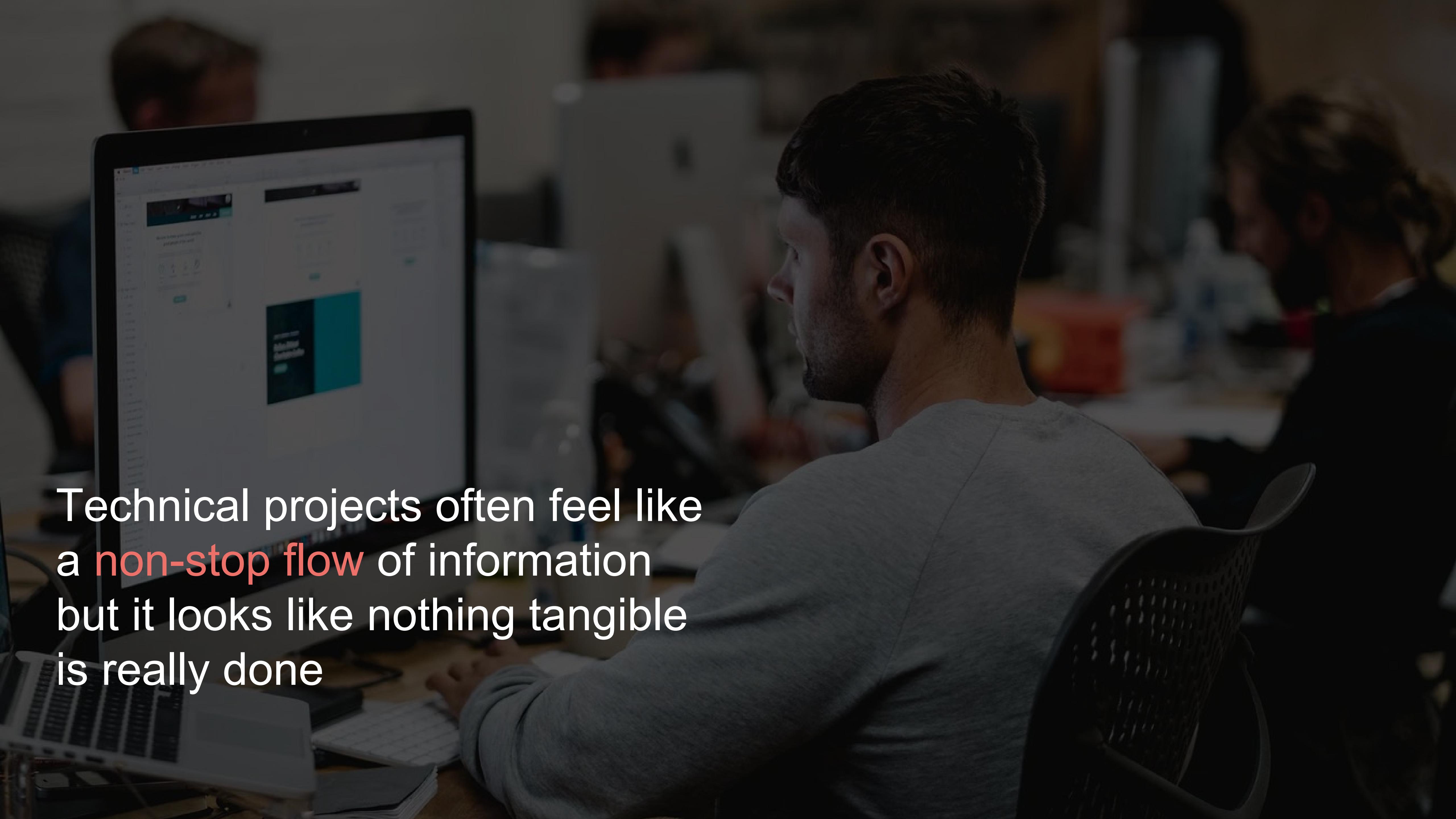
- ✓ Improve customer interactions with intelligent, lifelike responses
- ✓ Engage users with voice user interface in your devices and applications
- ✓ Personalize your communication based on user preference of voice and language

BENEFITS

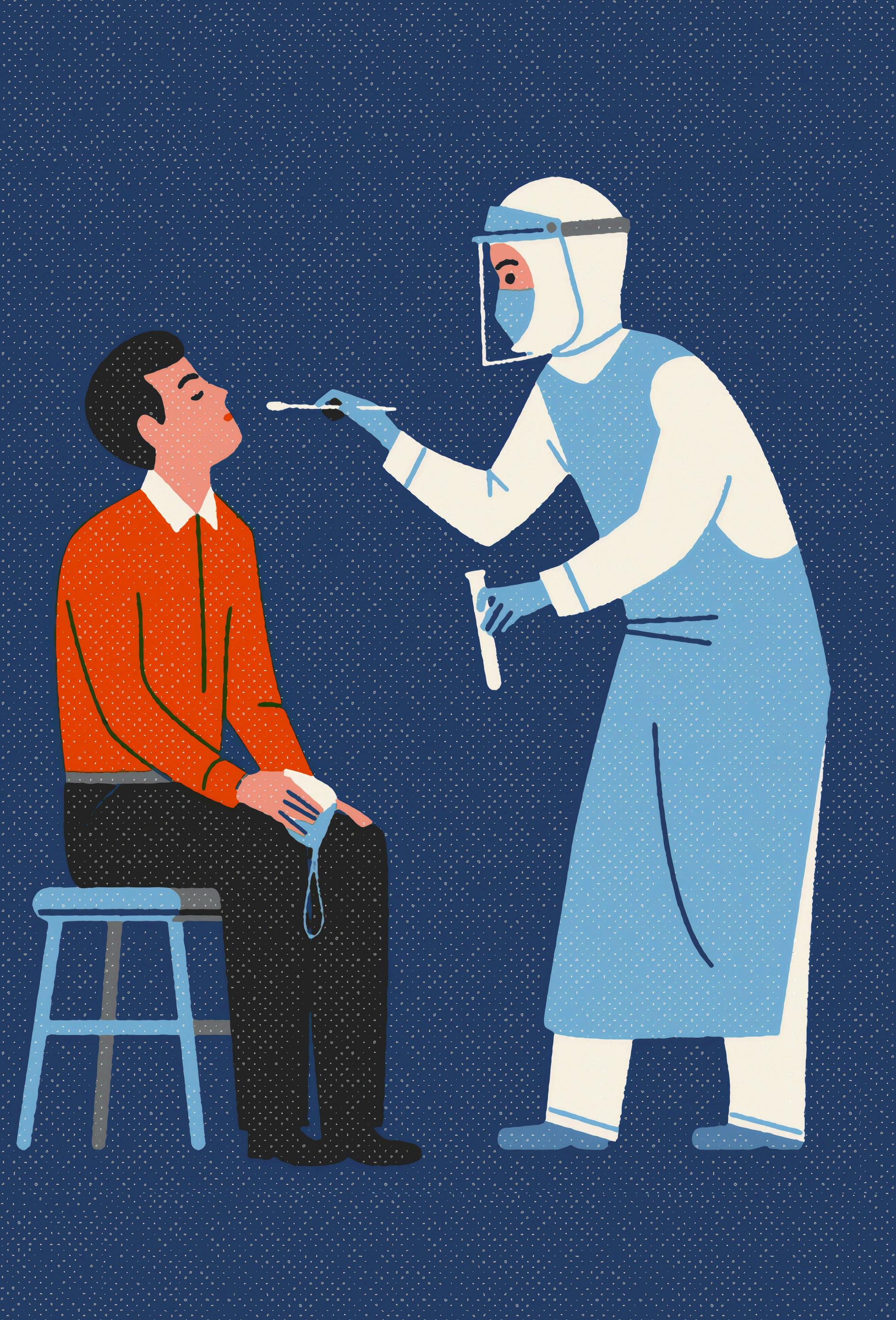
High fidelity speech	Widest voice selection	One-of-a-kind voice
Deploy Google's groundbreaking technologies to generate speech with humanlike intonation. Built based on DeepMind's speech synthesis expertise, the API delivers voices that are near human quality.	Choose from a set of 220+ voices across 40+ languages and variants. Pick the voice that works best for your user and application.	Create a unique voice to represent your brand across all your customer touchpoints, instead of using a common voice shared with other organizations.

Gartner  
Google Cloud named a Leader in the 2020 Magic Quadrant for Cloud AI Developer Services  
[Learn more](#)





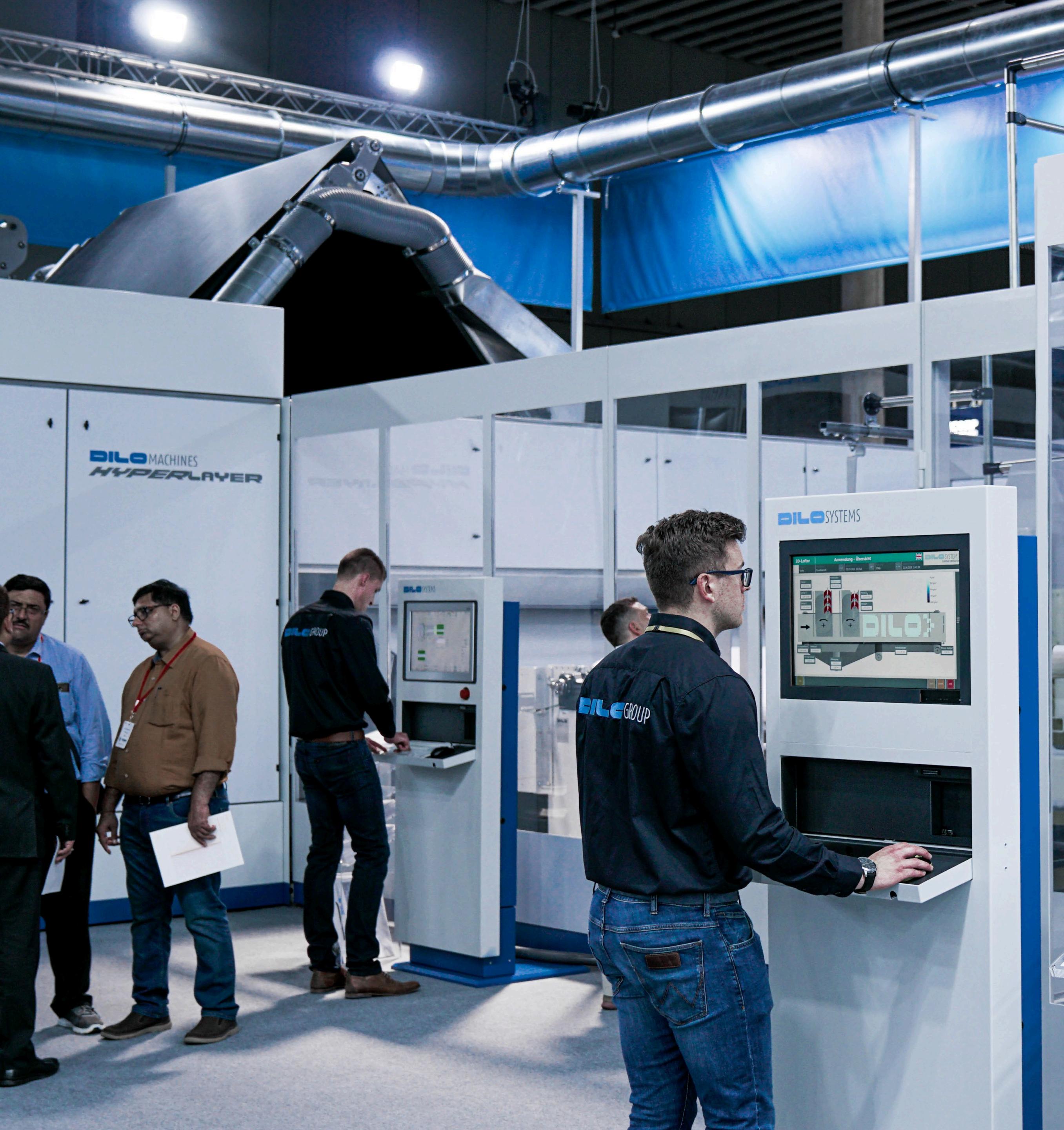
Technical projects often feel like  
a **non-stop flow** of information  
but it looks like nothing tangible  
is really done



Since March 2020,  
almost **25%** of all  
search on our website  
are related to the word  
**COVID** or **Coronavirus**.

Companies working in automotive industries, need to test the composition of the new materials they create, before asking a third party to audit them.

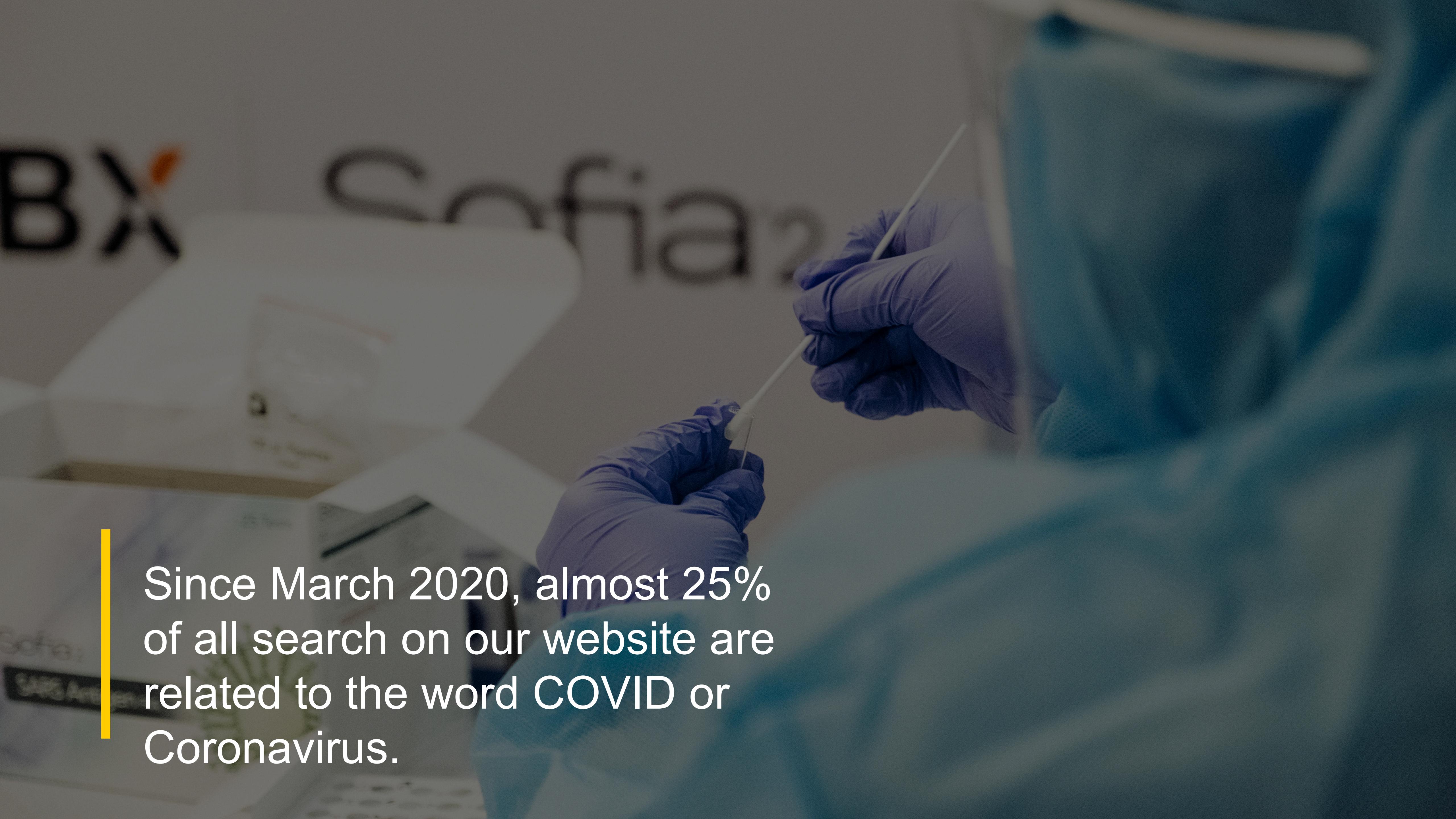




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A medical professional wearing blue gloves holds a white COVID-19 test swab. In the background, a white medical tray with various items and a blue cloth are visible.

Since March 2020, almost 25%  
of all search on our website are  
related to the word COVID or  
Coronavirus.

# Our numbers

We ran 10 phone interviews and a sent 50 questionnaires to businesses in the automotive segment.

95%

positive towards  
the idea



1h. / week is the average time they spend looking for testing facilities



only 6 answers out of 50 raised concerns about IP (11%)

# ICONS

If you need some icons, or some free stock images, you will find them in the slides below

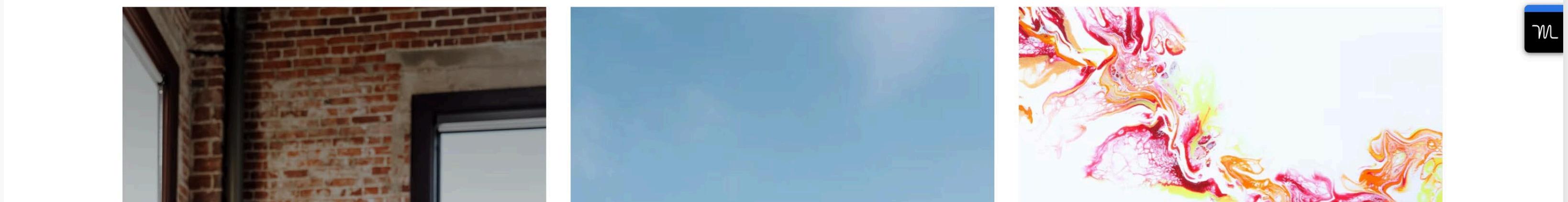
<https://unsplash.com/>

# Free stock pictures

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