

Empowering

academic

entrepreneurs

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CONVERGE



Our track record

670+

Aspiring
academic
entrepreneurs
trained

420+

Companies
created

85%

3-year survival
rate

£360M+

Funding secured

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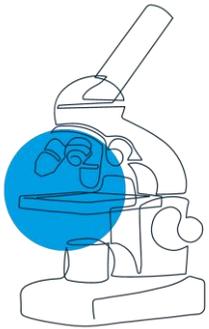
The power of collaboration

Converge is funded by the Scottish Funding Council, Scottish Universities and a network of strategic and professional partners.

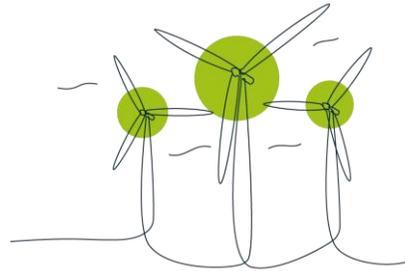


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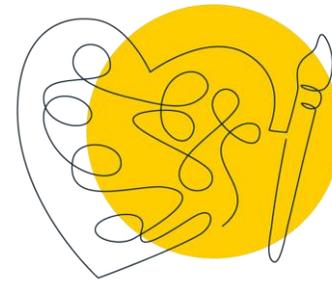
Converge competitive programme



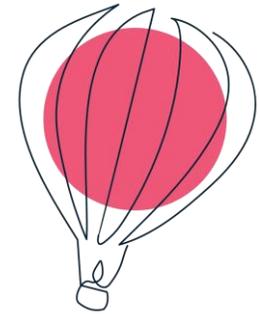
**Converge
Challenge**



**Net Zero
Challenge**



**Create Change
Challenge**

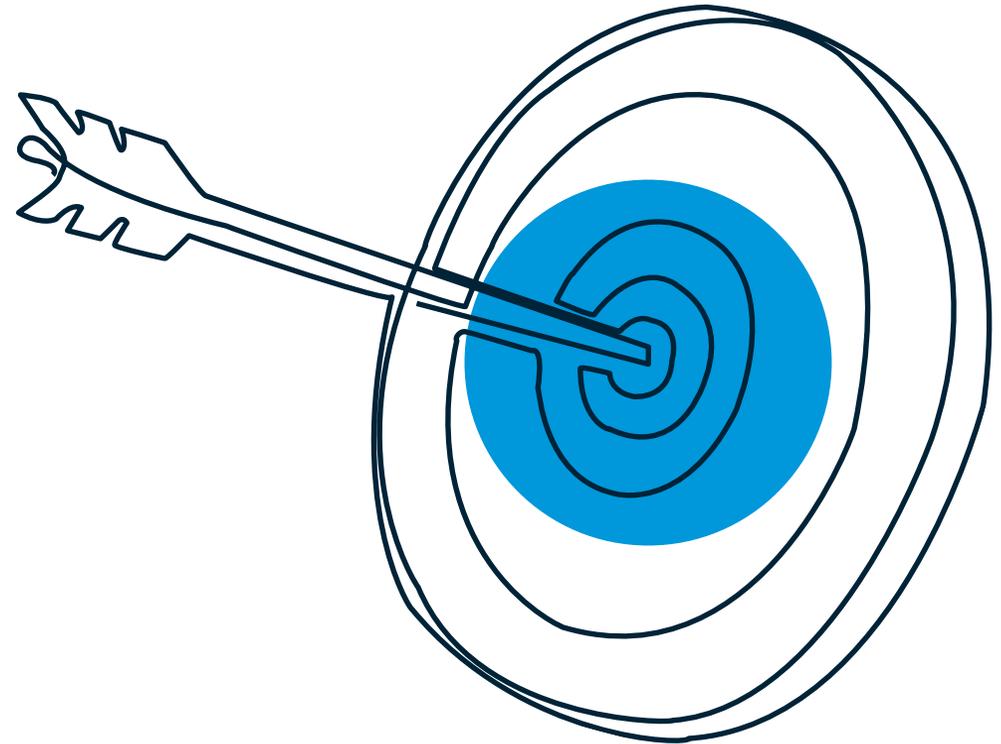


**KickStart
Challenge**

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Key elements of the programme

- Business training
- Funding
- Connectivity
- Validation



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Pitching Your Idea

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Elevator pitch

Very concise presentation of an idea covering all of its critical aspects and delivered within a few seconds/minutes (the approximate duration of an elevator ride).

Who?

- What is the knowledge level of the audience?
- Why are they listening to you?

Why?

- What is the purpose of your pitch?
- What does the audience want to know?
- Focus on **IMPACT** and **ECONOMIC VALUE** not detail

Pitch structure



Key elements

- Credible
- Customised
- Conversational
- Clear
- Concise

Top tips

- Content, structure, delivery
- Audience- language
- Attention grabbing start + solid conclusion
- Speak clearly
- Notes
- Thinking pauses
- Use your own voice
- Practice

Example

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MI:RNA

Eve Hanks

SRUC

@mirnaltd

Example



Example



Your Turn!

Innovation 101: Pitching (SHAPE)

From 10/04/2024 15:00 to 10/04/2024 16:00

--- PLEASE NOW MARK YOUR ATTENDANCE AT THIS ACTIVITY ---

Mobile App Users

1. Open the Inkpath App

2. Press this button



3. Scan this QR Code



4. Confirm attendance

Complete

Web Users

1. Open <https://glasgow.inkpath.co.uk/>
or Open the Inkpath App

2. Press this button



Record Attendance

3. Enter this unique code

2587177138

4. Press

SUBMIT

5. Confirm attendance

Complete