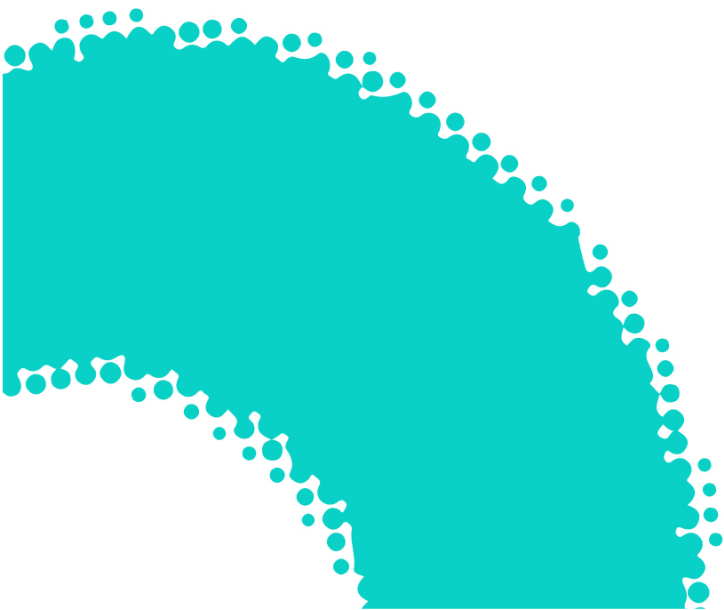


DIGITAL
RESOURCES TO CREATE
HIGH-IMPACT VISUAL

PRESENTATIONS
FOR YOUR PROJECTS

& Elevator
Pitch
Training



BACKGROUND AND CONTEXT

This session addressed a key cross-cutting need in knowledge valorization: the ability to effectively communicate research-based innovation. A high-impact visual or presentation is not only a dissemination tool, but is often the gateway to obtaining funding, collaborations or support from stakeholders.

OBJECTIVE

To enhance participants' skills in structuring, designing, and delivering compelling presentations and elevator pitches. The session aimed to boost confidence and clarity when communicating innovation projects to diverse audiences.

TARGET AUDIENCE

- ◆ Researchers and project teams
- ◆ Early-stage innovators preparing to pitch their solutions
- ◆ Individuals seeking to improve visual storytelling and public speaking for valorisation purposes

METHODOLOGY AND CONTENT

The session followed a practical and structured approach, guiding participants through the foundations of high-impact communication and the tools needed to present their projects effectively to diverse audiences. The methodology combined conceptual input, examples, and a brief hands-on exercise.

The session was structured around the following components:

▶ 1. INTRODUCTION TO HIGH-IMPACT PRESENTATIONS

Participants were invited to reflect on the importance of strategic communication in research valorisation. The speaker introduced key principles such as storytelling, visual coherence, and user-centred design.

▶ 2. ELEVATOR PITCH STRUCTURE

A 30–90 second pitch format was presented, including 5 essential blocks:

- ◆ The problem or opportunity
- ◆ The proposed solution
- ◆ Market and early adopters
- ◆ Business model
- ◆ Call to action

▶ 3. PITCH DECK DESIGN AND PRESENTATION FLOW

A recommended 10–12 slide structure for full presentations was introduced, especially for more mature or investor-ready projects. Content included branding, market size, value proposition, competitive advantage, team, and financials.

▶ 4. EXAMPLES

Participants analysed real examples—including TED talks, startup pitches and design-led corporate presentations (e.g. Apple, Meta)—to identify good practices and common pitfalls.

▶ 5. DESIGN TOOLS & VISUAL RESOURCES (HANDS-ON BLOCK)

The final section offered a tour of digital tools for designing impactful presentations

The approach balanced theoretical framing and practical application, helping participants develop stronger communication skills tailored to innovation contexts.

MATERIALS NEEDED

To support the training and enable practical exploration of visual communication tools, the following materials were provided:

- ◆ Presentation slides with structured guidance on pitch formats, slide content, and visual storytelling strategies
- ◆ Templates for elevator pitch drafting, including the 5-block model (problem, solution, audience, model, CTA)
- ◆ Recommended pitch deck outline for advanced presentations (10–12 slides)
- ◆ Links to online design tools:
 - Basic tools: PowerPoint, Canva
 - Intermediate tools: Adobe Illustrator, InDesign
 - Complementary platforms: Giphy, Flaticon, Pexels, Renderforest, Adobe Express, Dafont
- ◆ Visual inspiration resources, including video examples, TED talks, and branding examples (e.g. Apple, Meta)

All materials were accessible and adaptable for both online and face-to-face formats, allowing participants to engage with them during or after the session depending on the available time and delivery mode. The [slides used in session 7](#) can be found on the KALEIDOS website.

EXERCISES FOR FACE-TO-FACE AND ONLINE

This session was primarily delivered as an informative and inspirational seminar. As such, no formal exercises were conducted. The focus was on conceptual input, demonstration of examples, and presentation of tools that participants could explore independently.

Interaction was encouraged through:

- ♦ Live Q&A moments
- ♦ Group reflection prompts on participants' own pitch challenges
- ♦ Demonstrations of tools (e.g. Canva, Renderforest) for future use

This format was designed to provide practical inspiration rather than hands-on training, allowing participants to apply the content at their own pace in subsequent stages of their projects.

OUTCOMES OF THE SESSION SKILLS AND COMPETENCES ADDRESSED

This session enabled participants to strengthen their ability to communicate complex innovation projects clearly, persuasively, and visually—an essential competence for increasing the impact and visibility of research-based initiatives. By presenting structured formats and accessible tools, the session laid the groundwork for participants to independently develop effective elevator pitches and project presentations.

► KEY OUTCOMES

- ♦ Improved understanding of how to structure and deliver a compelling elevator pitch
- ♦ Familiarity with the standard components of an effective pitch deck
- ♦ Awareness of accessible digital tools to support visual storytelling and brand identity
- ♦ Increased confidence in preparing communication materials for funders, partners, and public audiences

► SKILLS AND COMPETENCES ADDRESSED

The session contributed to several transversal competences identified in the KALEIDOS D1.1 Portfolio of Skills for Open Science, including:

- ♦ **Communicate to the broad public** – The session focused on making complex research ideas accessible, persuasive, and relevant to non-specialist audiences. The session strengthened the ability to use visual elements effectively to support clarity, engagement, and message

retention. Through elevator pitch training, participants improved their confidence, structure, and delivery in presenting innovation projects.

- ♦ **Strategic thinking** – Participants were trained to align their communication strategy with project goals, target audience, and broader impact objectives.
- ♦ **Interact professionally** – Crafting a compelling pitch requires adapting tone, content, and language to various professional audiences (e.g. funders, partners, public).
- ♦ **Increase impact of science on policy and society** – The focus on messaging and storytelling reinforced the importance of clearly articulating the societal value of research.
- ♦ **Critical thinking** – Participants learned to filter and prioritise information, and to anticipate audience reactions and questions.
- ♦ **Adaptability** – Visual communication and pitch formats were tailored to different channels and delivery modes (slides, oral, online, face-to-face).

Together, these skills support participants' roles as proactive agents of Open Science and valorisation, capable of mobilising attention and action around their innovations.



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