

# Social Innovation & Pitch Prep

Loïc Pedras | MSc Management  
Applied Social Entrepreneurship



# Agenda



[ What is Innovation? ]



[ Innovation Typology ]



[ Design Thinking ]



[ Pitch Prep & Delivery ]



[ Wrap-up ]



# The Culture Exposure Series\*

Week 9

- Book: The Power of Less - Tabata

\*Not mandatory



# The Culture Exposure Series\*

## Week 9

- Book: The Power of Less - Tabata
- Movie: The fabulous destiny of Amelie Poulain

\*Not mandatory



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## Week 9

- Book: The Power of Less - Tabata
- Movie: The fabulous destiny of Amelie Poulain
- Youtube Channel: Eva Zu Beck

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- Book: The Power of Less - Tabata
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- Musician: David Bowie

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# The Culture Exposure Series\*

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- Book: The Power of Less - Tabata
- Movie: The fabulous destiny of Amelie Poulain
- Youtube Channel: Eva Zu Beck
- Musician: David Bowie
- Painting: Banksy

\*Not mandatory



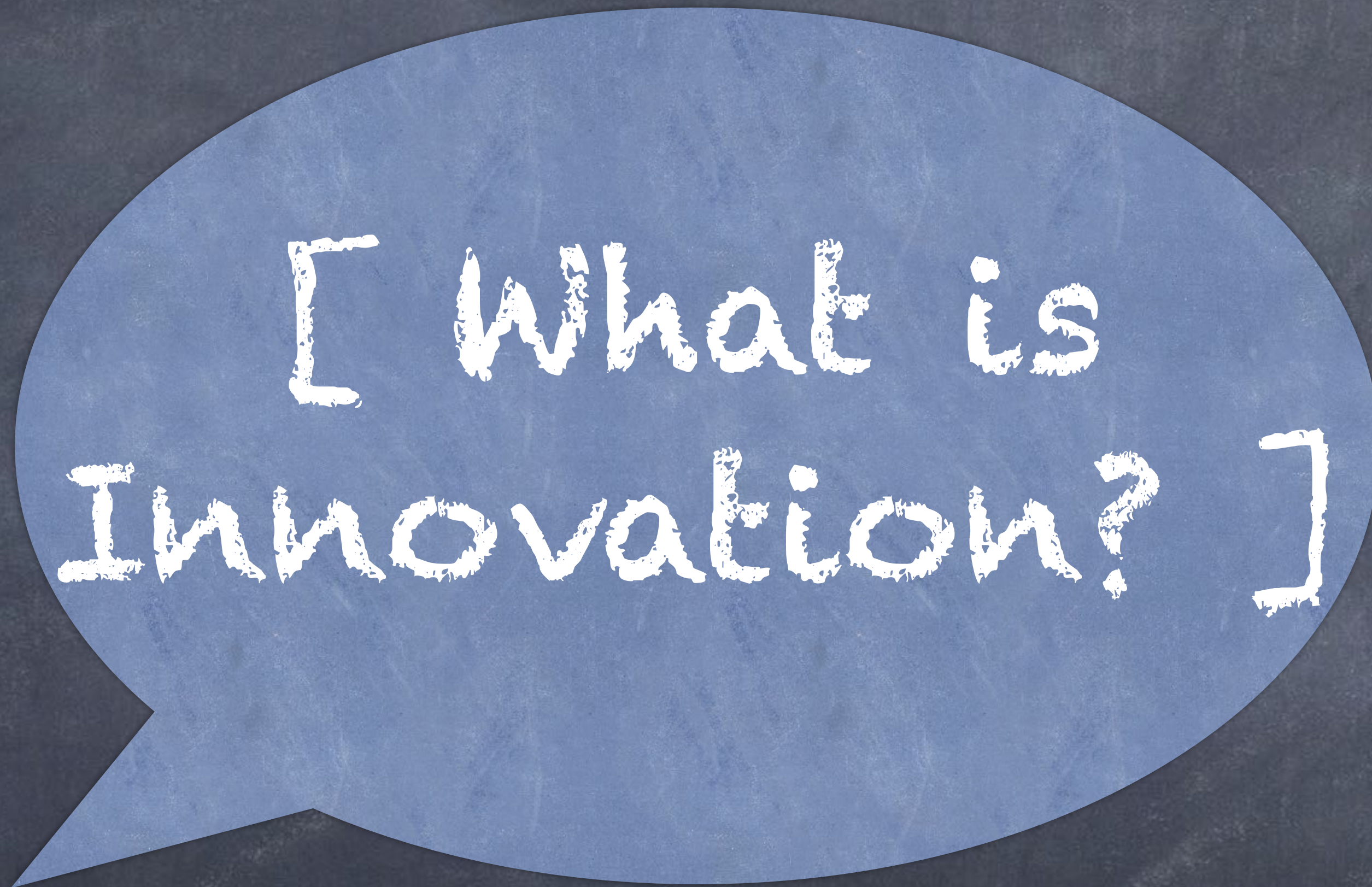
# The Culture Exposure Series\*

## Week 9

- Book: The Power of Less - Tabata
- Movie: The fabulous destiny of Amelie Poulain
- Youtube Channel: Eva Zu Beck
- Musician: David Bowie
- Painting: Banksy
- Country: Costa Rica

\*Not mandatory





[ What is  
Innovation? ]



[ Innov ]

# What is Innovation?







[ Innovation  
Typology ]





How can we innovate

- Closed





# How can we innovate

- Closed
- Semi-open



# How can we innovate

- Closed
- Semi-open
- Open





# \_Open Innovation

- Co-creation (Bike Helmet)





# \_Open Innovation

- Co-creation (Bike Helmet)
- User Innovation (SK8)





# \_Open Innovation

- Co-creation (Bike Helmet)
- User Innovation (SK8)
- Design Thinking





[ Design  
Thinking ]



[ Design  
Thinking ]

# Enabling Social Innovation

- Design tool for creative ideating & problem-solving



[ Design  
Thinking ]

# Enabling Social Innovation

- Design tool for creative ideating & problem-solving
- Human-centric, collaborative, action-oriented



[ Design  
Thinking ]

# \_Enabling Social Innovation

- Design tool for creative ideating & problem-solving
- Human-centric, collaborative, action-oriented
- Uses empathy (deep understanding of user need)



[ Design  
Thinking ]

# Enabling Social Innovation

- Design tool for creative ideating & problem-solving
- Human-centric, collaborative, action-oriented
- Uses empathy (deep understanding of user need)
- Testing prototype of new product/service on users



[ Design  
Thinking ]

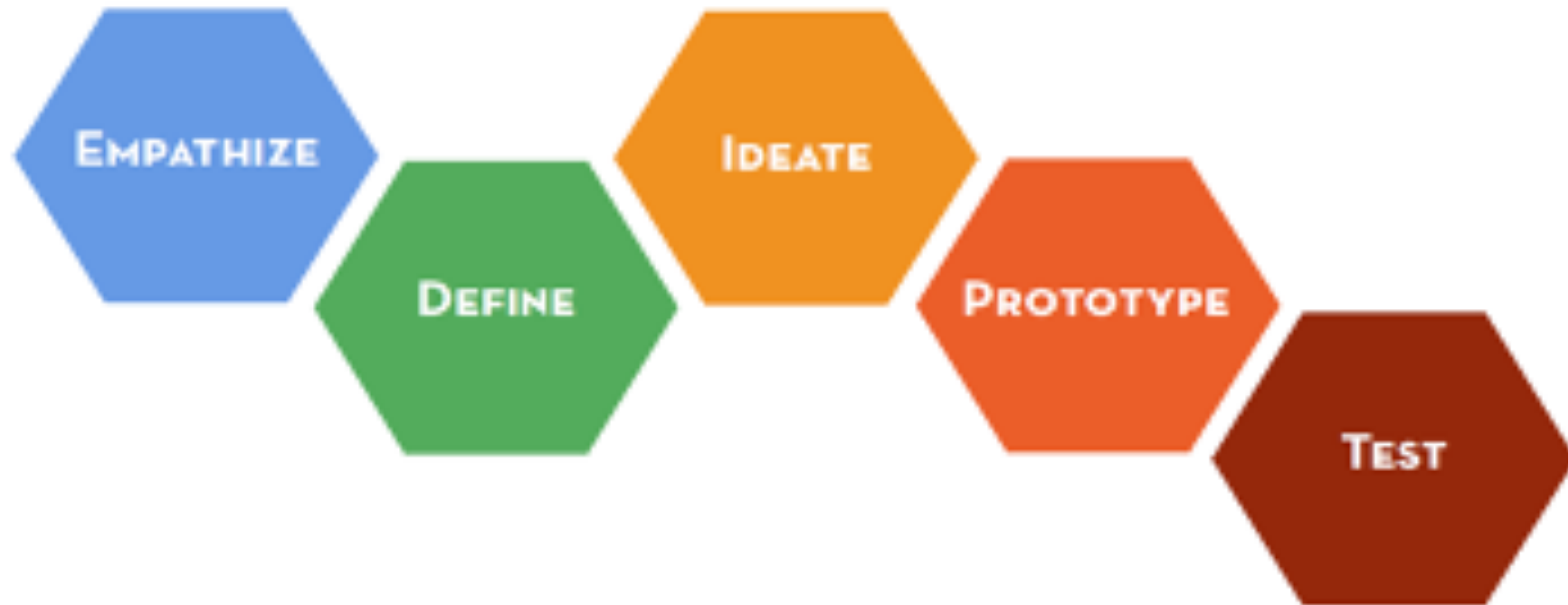
# Enabling Social Innovation

- Design tool for creative ideating & problem-solving
- Human-centric, collaborative, action-oriented
- Uses empathy (deep understanding of user need)
- Testing prototype of new product/service on users
- Develop sustainable business models



[ Design Thinking ]

# Design Thinking Phases





[ Design  
Thinking ]

# \_Design Thinking Mindset

Exploration - create new ideas vs. choose existing alternatives



[ Design  
Thinking ]

# \_Design Thinking Mindset

Exploration - create new ideas vs. choose existing alternatives

Empathy - deep understanding of user needs & behavior



[ Design  
Thinking ]

# \_Design Thinking Mindset

Exploration - create new ideas vs. choose existing alternatives

Empathy - deep understanding of user needs & behavior

Rapid prototyping - bias towards action; doing vs. thinking



[ Design  
Thinking ]

# \_Design Thinking Mindset

Exploration - create new ideas vs. choose existing alternatives

Empathy - deep understanding of user needs & behavior

Rapid prototyping - bias towards action; doing vs. thinking

Collaboration - co-creation with users and stakeholders



[ Design  
Thinking ]

# Design Thinking Problems

- Designing innovative products/services



[ Design  
Thinking ]

# \_Design Thinking Problems

- Designing innovative products/services
- Creating better business systems & networks



[ Design  
Thinking ]

# \_Design Thinking Problems

- Designing innovative products/services
- Creating better business systems & networks
- Tackle complex social problems & create societal change



[ Design  
Thinking ]

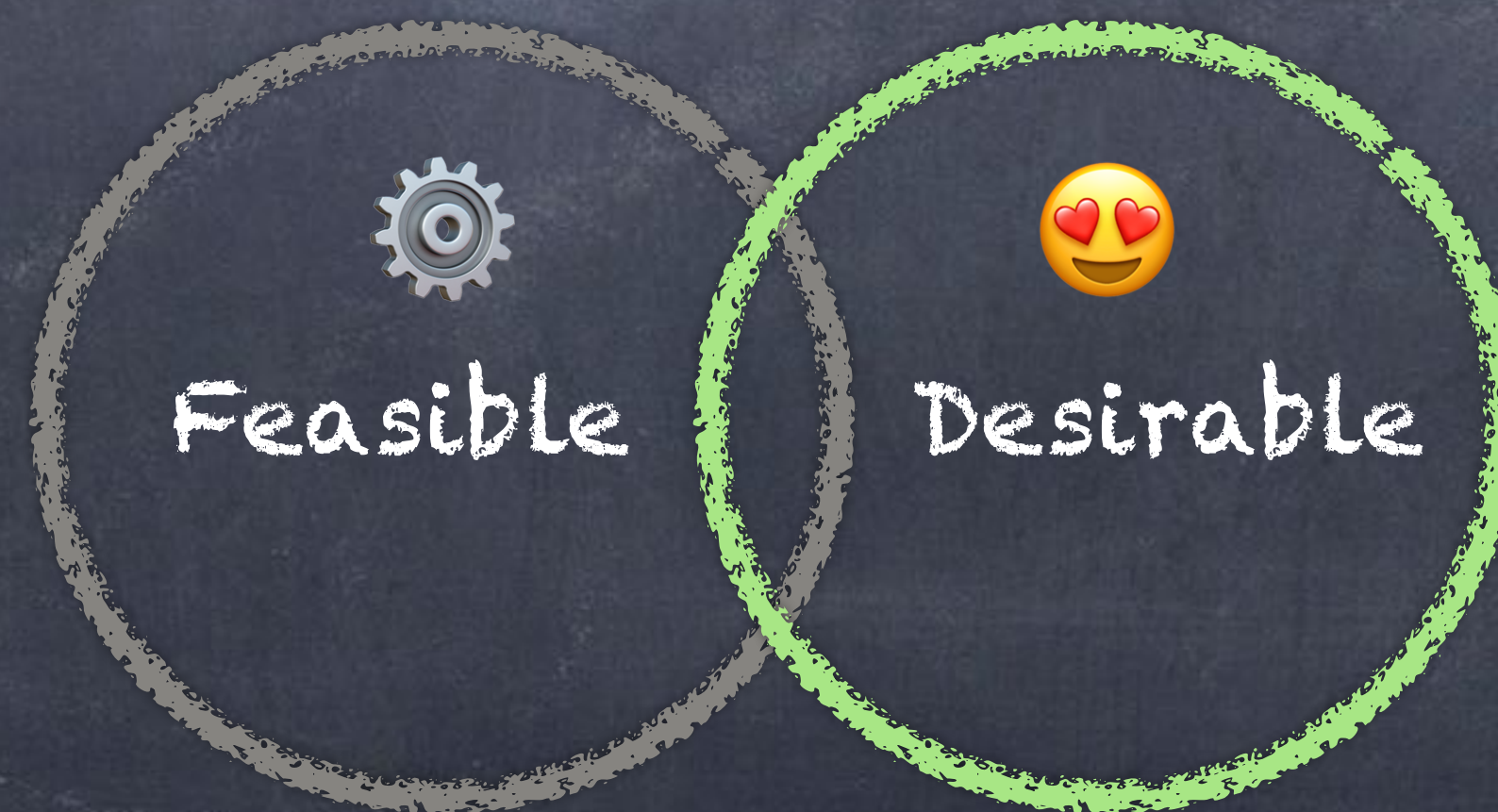
# Aims of Design Thinking





[ Design Thinking ]

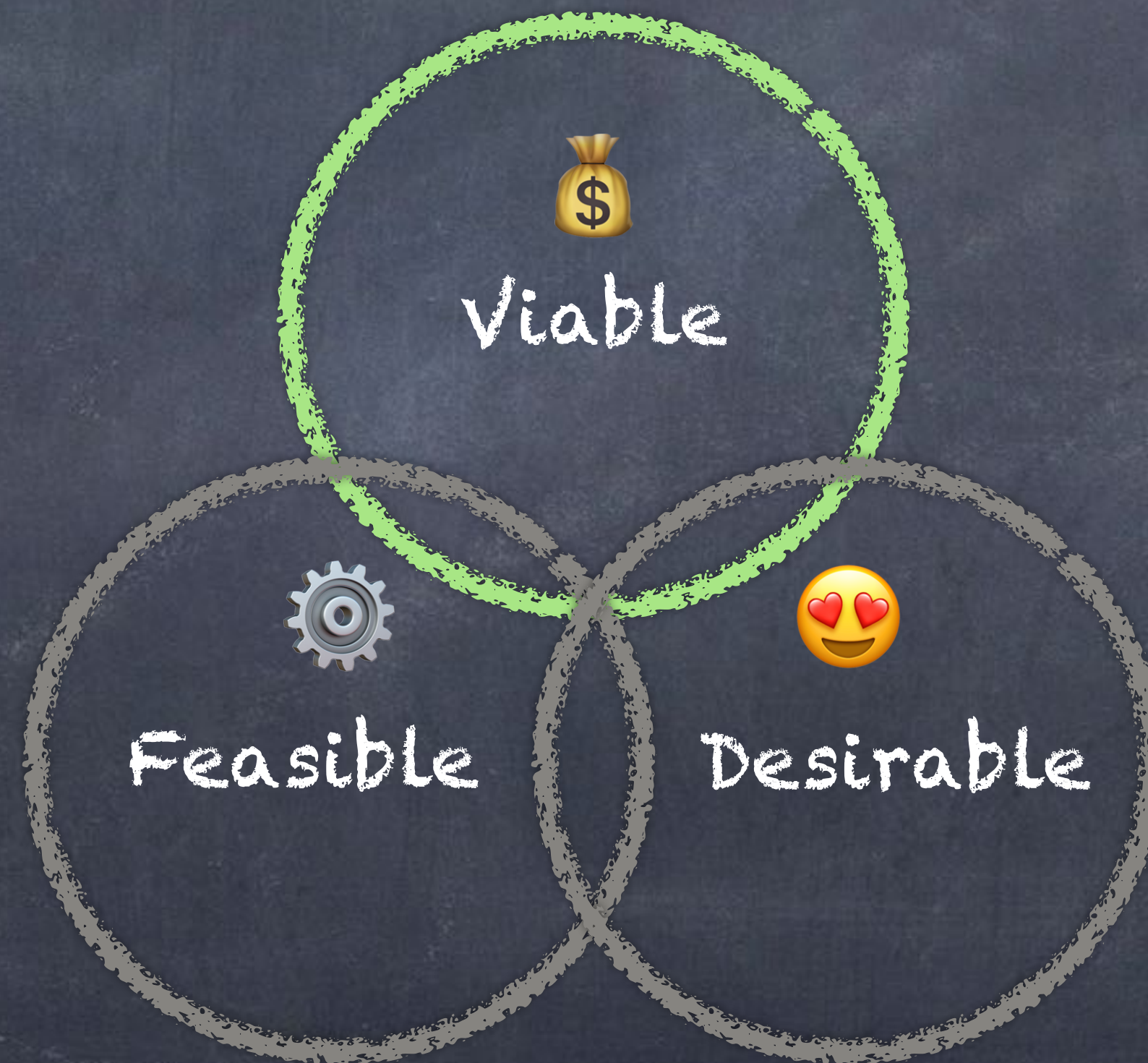
# Aims of Design Thinking





[ Design Thinking ]

# Aims of Design Thinking





[ Design  
Thinking ]

\_Before we start

Learning management with architecture



[ Design  
Thinking ]

Before we start





[ Design  
Thinking ]

\_Connection

Social Entrepreneurship & Design Thinking



A red speech bubble with a white outline, pointing downwards and to the right, is centered on a dark blue, textured background. Inside the bubble, the text "[ Pitch Perfect ]" is written in a white, hand-drawn, chalk-like font.

[ Pitch Perfect ]



[ Pitch  
Perfect ]

# Rules

6 min/group max

1 min/student min

No rules (with 1 exception) to the pitch deck



[ Pitch  
Perfect ]

# \_Communicating

What is a Pitch Deck?



[ Pitch  
Perfect ]

# \_Communicating

From clear to engage to entertain...



[ Pitch  
Perfect ]

# \_Communicating

From clear to engage to entertain...

- Potato Parcel



[ Pitch  
Perfect ]

# \_Communicating

From clear to engage to entertain...

- Potato Parcel
- Dollar Shave Club



[ Pitch  
Perfect ]

# Communicating

## Overall

- Know your audience & be cultural sensitive



[ Pitch  
Perfect ]

# \_Communicating

## Overall

- Know your audience & be cultural sensitive
- Creative & impactful opening



[ Pitch  
Perfect ]

# Communicating

## Overall

- Know your audience & be cultural sensitive
- Creative & impactful opening
- Be entertaining (get their attention)



[ Pitch  
Perfect ]

# Communicating

## Overall

- Know your audience & be cultural sensitive
- Creative & impactful opening
- Be entertaining (get their attention)
- Be positive (believe in your product/service)



[ Pitch  
Perfect ]

# Communicating

## Overall

- Know your audience & be cultural sensitive
- Creative & impactful opening
- Be entertaining (get their attention)
- Be positive (believe in your product/service)
- Remember we engage in 3 ways (samples?)



[ Pitch  
Perfect ]

# Communicating

## Overall

- Know your audience & be cultural sensitive
- Creative & impactful opening
- Be entertaining (get their attention)
- Be positive (believe in your product/service)
- Remember we engage in 3 ways (samples?)
- Be clear & quick (no overtime)



[ Pitch  
Perfect ]

# Communicating

## Overall

- Know your audience & be cultural sensitive
- Creative & impactful opening
- Be entertaining (get their attention)
- Be positive (believe in your product/service)
- Remember we engage in 3 ways (samples?)
- Be clear & quick (no overtime)
- Engagement questions (start, finish?)



[ Pitch  
Perfect ]

# Communicating

## Overall

- Know your audience & be cultural sensitive
- Creative & impactful opening
- Be entertaining (get their attention)
- Be positive (believe in your product/service)
- Remember we engage in 3 ways (samples?)
- Be clear & quick (no overtime)
- Engagement questions (start, finish?)
- Not too much text in slides (use infographics)



[ Pitch  
Perfect ]

# Communicating

## Overall

- Know your audience & be cultural sensitive
- Creative & impactful opening
- Be entertaining (get their attention)
- Be positive (believe in your product/service)
- Remember we engage in 3 ways (samples?)
- Be clear & quick (no overtime)
- Engagement questions (start, finish?)
- Not too much text in slides (use infographics)
- No reading papers!



[ Pitch  
Perfect ]

# Communicating

## Overall

- Know your audience & be cultural sensitive
- Creative & impactful opening
- Be entertaining (get their attention)
- Be positive (believe in your product/service)
- Remember we engage in 3 ways (samples?)
- Be clear & quick (no overtime)
- Engagement questions (start, finish?)
- Not too much text in slides (use infographics)
- No reading papers!
- Be humble & truthful with critics



[ Pitch  
Perfect ]

# Communicating

## Verbal

- Engage with your voice (highs & lows)



[ Pitch  
Perfect ]

# Communicating

## Verbal

- Engage with your voice (highs & lows)
- Hand picked words & phrases



[ Pitch  
Perfect ]

# \_Communicating

## Verbal

- Engage with your voice (highs & lows)
- Hand picked words & phrases
- Good pronunciation



[ Pitch  
Perfect ]

# Communicating

## Verbal

- Engage with your voice (highs & lows)
- Hand picked words & phrases
- Good pronunciation
- Pace



[ Pitch  
Perfect ]

# Communicating

## Non-Verbal

- Take charge of your stage



[ Pitch  
Perfect ]

# Communicating

## Non-Verbal

- Take charge of your stage
- Eye contact (scan & make contact)



[ Pitch  
Perfect ]

# Communicating

## Non-Verbal

- Take charge of your stage
- Eye contact (scan & make contact)
- Your body movement



[ Pitch  
Perfect ]

# Communicating

## Non-Verbal

- Take charge of your stage
- Eye contact (scan & make contact)
- Your body movement
- Your hand gestures (some tips)



[ Pitch  
Perfect ]

# Storytelling

And then what happens...?



[ Pitch  
Perfect ]

# Storytelling

And then what happens...?

- The story of the founder? Of the project? Inspiration?



[ Pitch  
Perfect ]

# Storytelling

And then what happens...?

- The story of the founder? Of the project? Inspiration?
- Creates an emotional layer



[ Pitch  
Perfect ]

# Storytelling

And then what happens...?

- The story of the founder? Of the project? Inspiration?
- Creates an emotional layer
- Boosts attention until the end (of the story)



[ Pitch  
Perfect ]

# Storytelling

And then what happens...?

- The story of the founder? Of the project? Inspiration?
- Creates an emotional layer
- Boosts attention until the end (of the story)
- When done well can facilitate understanding



[ Pitch  
Perfect ]

# Persona-based

Initiator



[ Pitch  
Perfect ]

# Persona-based

Initiator

Influencer



[ Pitch  
Perfect ]

# Persona-based

Initiator

Influencer

Decider



[ Pitch  
Perfect ]

# Persona-based

Initiator

Influencer

Decider

Purchaser



[ Pitch  
Perfect ]

# Persona-based

Initiator

Influencer

Decider

Purchaser

Gatekeeper



[ Pitch  
Perfect ]

# Persona-based

Initiator

Influencer

Decider

Purchaser

Gatekeeper

User



[ Pitch  
Perfect ]

Do not forget!

And finally...



[ Pitch  
Perfect ]

Do not forget!

And finally...

Practice, practice & practice





[ Wrap up ]



[ Wrap Up ]

# The Wrap Up

- What is Innovation?



[ Wrap Up ]

# The Wrap Up

- What is Innovation?
- Types of Innovation?



[ Wrap Up ]

# The Wrap Up

- What is Innovation?
- Types of Innovation?
- Design Thinking



Two last things...😄💧



Two last things...😄💧

1. If you wanna know more re design thinking
2. Have a look at this design thinking workshop





# Questions & Comments

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