

# FALLING WALLS LAB

WHICH ARE  
THE NEXT  
WALLS  
TO FALL?

## PITCH BRIEFING

In preparation for the Falling Walls Lab Finale, all international Lab winners attending in person in Berlin will need to prepare a 3-minute pitch. Please read the following information thoroughly to help ensure a special day for everyone involved.

In order to deliver your message to the audience effectively, we recommend that you highlight the problem you are trying to solve (i.e. the wall) and your solution to that problem (i.e. how you are breaking down that wall). Remember, the jury and audience members come from diverse scientific and professional backgrounds, so make sure to use language that will let everyone follow along to what you are talking about without difficulty.

The jury will evaluate the pitches based on the following criteria:

- 1) **Breakthrough factor** — *How innovative is the proposed idea?*
- 2) **Relevance/Impact** — *How relevant is the idea to the discipline and beyond?*
- 3) **Structure/Performance** — *How convincing is the presentation?*

## Requirements

- **Language:** The pitch must be held in English.
- **Length:** You will be given **3:00 minutes** for your pitch. Unlike at the international Labs, there will be **NO** time set aside for questions, so please use the entire three minutes for your pitch. A countdown clock will indicate the time you have left. A first sound will be played 10 seconds prior to the end of your presentation and a second one once the entire three minutes are over. When your time is over, the next presenter will be introduced right away. There are no breaks between presentations, so please be ready to begin immediately when it is your turn.
- **PowerPoint presentation:** You must use the PowerPoint template provided in the download section. Make sure to follow the instructions on the first slide of the template. Please submit your presentation by emailing it to Sascha [sascha.hannon@falling-walls.com](mailto:sascha.hannon@falling-walls.com) by the submission deadline in the winners checklist.
- **Technical equipment:** Your presentation will be played from a central computer. Technical support staff will brief you next to the stage in the break prior to your session. A presentation clicker/remote control will be provided. You will also be provided with a headset prior to stepping on stage. Please make sure to approach the technical support staff next to the stage two presentations before your own to be mic'd up.
- **Props:** Props are permitted on stage as long as they do not require any prior set up and can be carried on stage by yourself when it is your turn. There is going to be a cube on stage that can serve as a small table to place props on.

Thank you for your cooperation. We look forward to your pitch!