

LHRD 2026  
Pitch Lab  
Workshop

# Agenda

- Goals
- Selection & Evaluation Criteria
- Tips
  - Finding a good problem
  - Formulating the solution
  - Pitching your idea

# Goals

- Help you develop your “Entrepreneurial” mindset
- Communicating with non-technical audiences

# Criteria

- It has to be health related idea
- Team size 2-6
- It does not need be connected to your research
- We value the quality of the problem over the solution

# Rubric

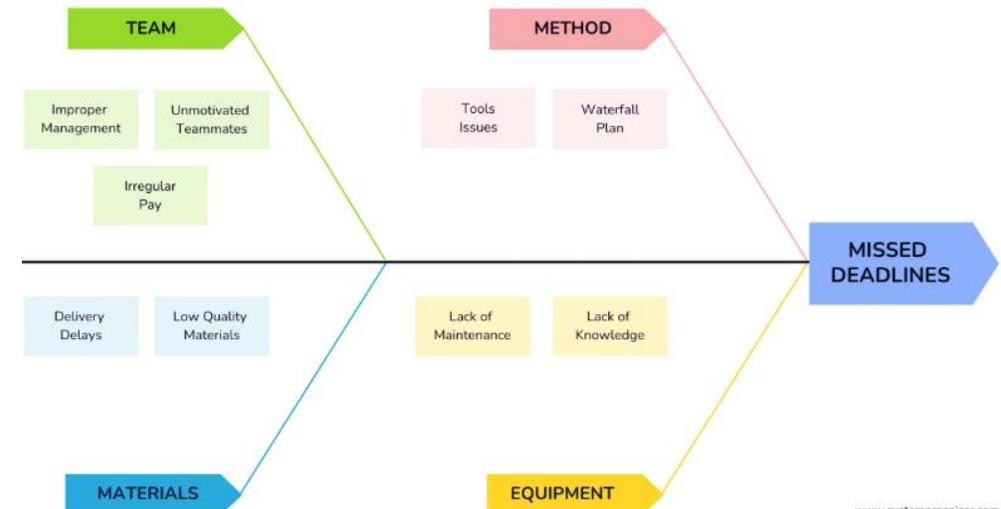
Criteria		Points
Description of Problem/Market	How well do they describe the problem they are trying to solve? What is the nature of the problem, its size and scope, and is it recurring or one-off?	10
User Description	How well do they define the customer/user/buyer, and whether there are any differences between potential users?	10
Description of Solution	How well do they describe their technology, and how it actually solves the problem?	10
Description of Value Proposition	How well do they describe the competitive advantage of the technology over the current practices, or the way the problem is currently dealt with? How well do they describe the adoption process by the customer? What is the incentive for change (economics, superior performance, etc.)?	10
Pitch Performance	Connection to the audience, construction of a story, appearance, nervousness, did they smile, energy level, etc.?	10

# Process

- Deadline to apply to pitch is March 20<sup>th</sup>
  - Apply with a video recording of your pitch
  - [Application Form](#)
- Top pitches will be offered mentoring to polish their pitch
- Final pitches will take place on LHRD

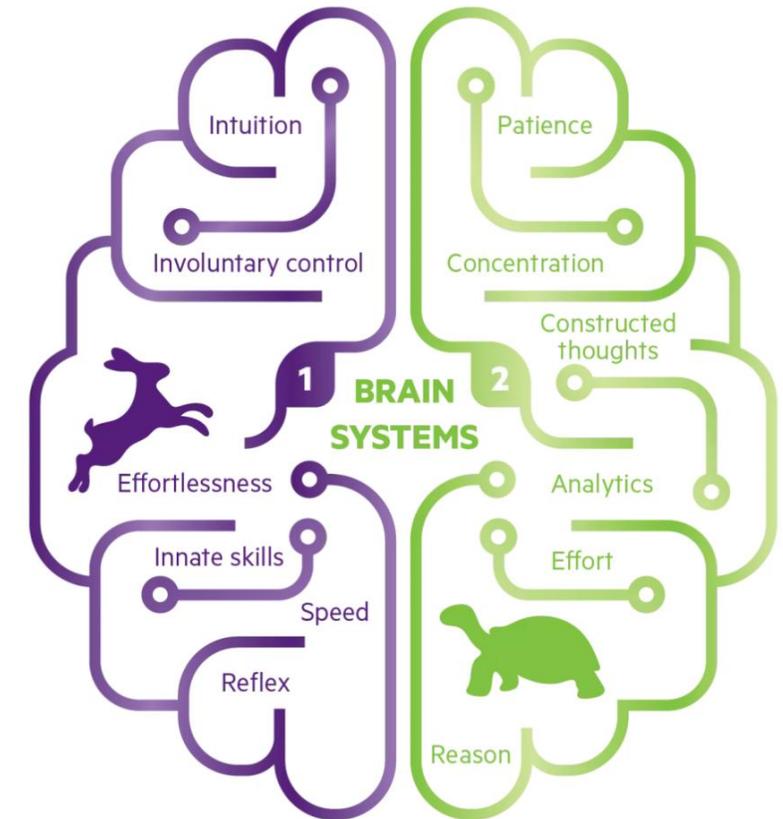
# Finding a Good Problem

- Good entrepreneurs/innovators fall in with problems not ideas
- Look for root causes not impacts
  - Latent needs
- Good problems have a measurable impact (people will pay to solve them)

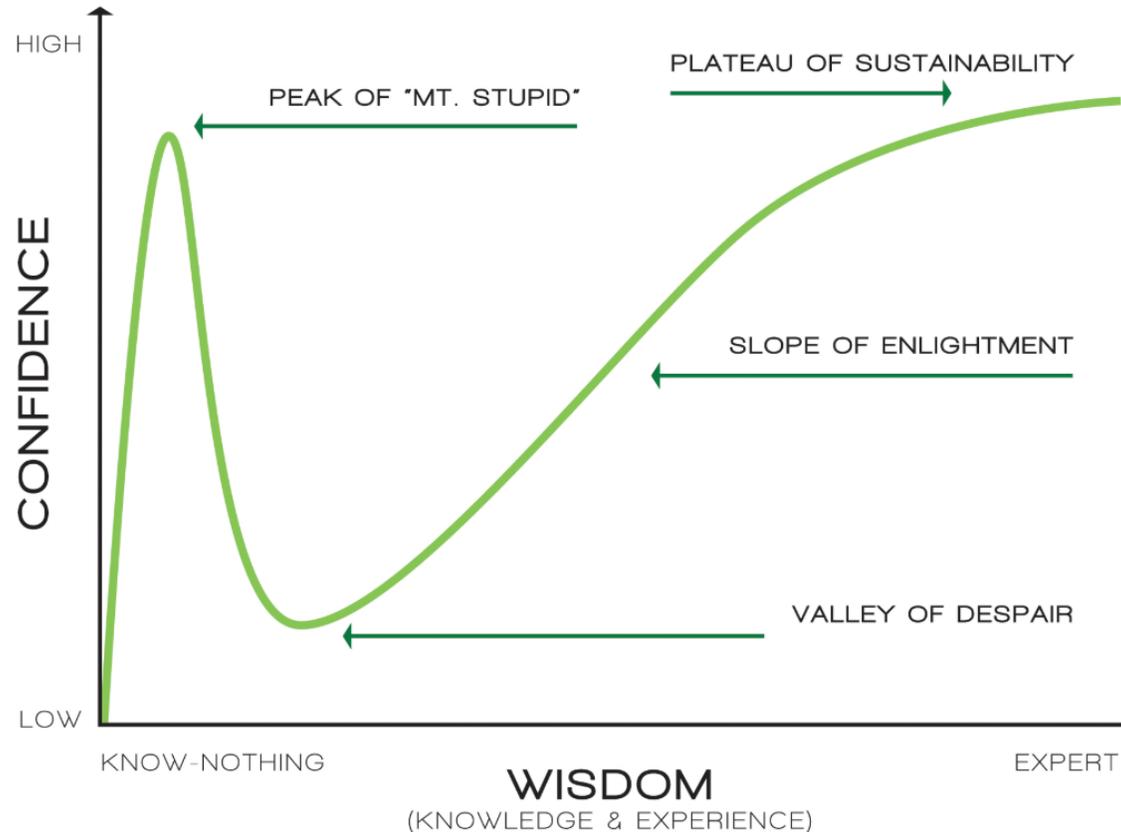


# Humans are irrational

- We all have 2 systems going on in our heads at all times
  - System 1 Fast
  - System 2 Slow
- Uncover latent needs
- Always sample twice



# Leverage the Dunning-Kruger Effect



*Perspective can help you see problems; you need to go deep to see solutions*

# Formulating a Solution

- Good solutions fix root causes
- They provide an improved experience to users
- They can be implemented without causing upstream and downstream disruption
- We don't expect a fully validated solution but it needs to be grounded in reality

# TENOMIX

Tissue Resection



Sample Preparation



Manual Lymph Node Search



Lymph Node Extraction



Histological Analysis



Cancer Staging and Treatment



## Current Challenges

**6+** hours a day,

**1500+** hours a year

That's how much time a single pathology staff member can spend on grossing tissue – manually.



## The Impact

**70%** of errors occur before histology.

**30–50%** of delays are due to grossing.

Precision medicine needs precision workflows. It's time to eliminate the bottlenecks.



## Tenomix's Role in Transforming Tissue Grossing

We've built an automated platform that unites robotics, ultrasound imaging, and AI to support how excised tissues are examined. The system streamlines the manual lymph node search and automates key steps to help deliver a more standardized and efficient grossing workflow.

### ROBOTICS



Automated handling for consistent grossing.

### IMAGING



Enhanced visibility to support detection.

### AI



Intelligent assistance to streamline workflows.



# 5-MINUTE PITCH

## 5-MINUTE PITCH



Allow for pauses/emphasis, don't rush



Visuals to complement not distract.



Anticipate questions and prepare answers

### Goal

It's not just about sharing an idea but **persuading** your audience to **believe** in it and **support** it.

# 5-MINUTE PITCH



1. Start with a Strong Opening



2. Clearly Define the Problem



3. Present Your Solution



4. Unique Value Proposition (UVP)



5. Market Potential



6. Business Model



7. Traction or Progress



8. Your Team \*



9. Ask or Call to Action



10. Close with Impact

## PITCH LAB 5-MINUTE PITCH



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2. Clearly Define the Problem



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# 5-MINUTE PITCH

## **Strong Opening:**

- Capture attention from the beginning.
- Start with a compelling statement, a surprising fact, or a brief story that relates to your business idea.

## **Problem:**

- Use stats to back up the problem. This helps the audience understand the necessity of your product or service.

## **Solution:**

- Be clear about how it will work and why it's will be effective.

## **Unique Value Proposition (UVP):**

- Highlight what makes your solution unique and why it's better than other alternatives.
  - [Your Product/Service] is the best choice for [Target Audience] because it offers [Key Benefit] unlike any other [Competitors/Market Alternatives].

## **Your Team:**

- Introduce your team and highlight key members' expertise and experience.

## **Close with Impact:**

- End your pitch on a strong note. Reinforce your main message to leave a lasting impression.

A good story helps your audience see what is happening.  
A great story makes them feel it.

# THE ART OF STORYTELLING



**Builds credibility, fostering brand loyalty**



**Helps stakeholders appreciate the vision**



**Brands gain personality and relatability**

**People Remember Stories.**

Cognitive psychologist Jerome Burner suggests that we are 22x more likely to remember a fact when it has been wrapped in a story and evokes emotion.



# **PRESENTATION TIPS & TRICKS**

# PRESENTATION TIPS & TRICKS



Don't apologize



Tone & Body



Graphic Design



Neurolinguistic Programming



Microphone



Scan the Room



Pace & Cadence



End With a Bang



Utilize Humour



Know the Audience



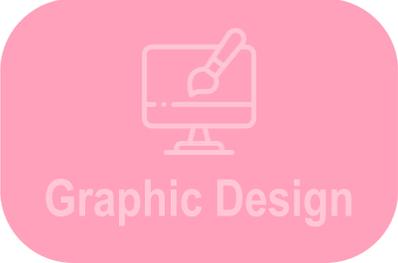
Utilize Repetition



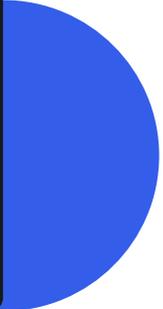
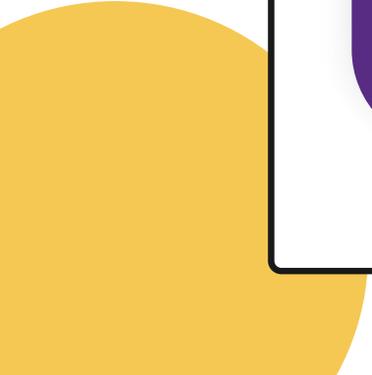
Be Authentic

# PRESENTATION TIPS & TRICKS

The ideal speaking pace is 140–160 words per minute for clarity.



Utilize Humour



# PRESENTATION TIPS & TRICKS

  
Don't apologize

  
Tone & P

  
Linguistic  
ming

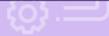
  
Microphone

  
Scan the Room

  
Utilize Humour

  
Know the

**Eye contact boosts perceived credibility and engagement by 70%. Practice anchors to ensure the entire room is addressed.**

  
Utilize Repetition

  
Be Authentic

  
Bang

# PRESENTATION TIPS & TRICKS



Don't apologize



Tone & Body



Neurolinguistic Programming



Microphone

S

**Laughter triggers dopamine, improving information retention.**



End With a Bang



Utilize Humour



Be Authentic

# PRESENTATION TIPS & TRICKS



Tone & Body



Graphic Design



Neurolinguistic Programming

**Message recall improves 3X when repeated strategically.**



Pace & Cadence



End With a Bang



Utilize Repetition



Be Authentic

# PRESENTATION TIPS & TRICKS



Don't apologize



Tone & Body

**Communication is  
55% of body language;  
38% is vocal tone;  
only 7% is words.**



Microphone



Scan the Room

Pa



Utilize Humour



Know the



Utilize Repetition



Be Authentic

# PRESENTATION TIPS & TRICKS



Don't apologize



Tone & Body



Neurolinguistic Programming



Microphone



Scan the Room



Utilize Humour



Know the Audience

**78% of people engage more when a speech relates to their needs.**

# PRESENTATION TIPS & TRICKS

**People recall 65% of a message with visuals vs. 10% without.**



**Graphic Design**



**Neurolinguistic Programming**



**Pace & Cadence**



**End With a Bang**



**Utilize Humour**



**Know the Audience**



**Utilize Repetition**



**Be Authentic**

# PRESENTATION TIPS & TRICKS



Don't apologize



Tone & Body



Neurolinguistic Programming



Microphone



Scan t

**86% of audiences value authenticity when deciding whom to trust.**



End With a Bang



Utilize Humour



Be Authentic

# PRESENTATION TIPS & TRICKS



Don't apologize



Microphone



Utilize Humour



Know the



Utilize Repetition



Neurolinguistic Programming



End With a Bang



Be Authentic

**Confident speakers are rated as 30% more credible than hesitant ones.**

# PRESENTATION TIPS & TRICKS



Don't apologize



Microphone



Utilize Humour

**People remember conclusions  
2X better due to the recency  
effect.**



Know the



Utilize Repetition



Neurolinguistic Programming



End With a Bang



Be Authentic

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Know the Audience



Utilize Repetition



Be Authentic

# Where to find more information

- [Application Form](#)
- [Western Technology Transfer Office](#)
- [Morrisette Institute for Entrepreneurship](#)
- [BioNext](#)
- Sarah Brooks, Associate Director New Ventures
  - [sarah.brooks@uwo.ca](mailto:sarah.brooks@uwo.ca)