



PITCH TO WIN

MR. WUTTIPONG
PANITSETTAKORN
24 JANUARY 2020

**COMPANY PROFILE.
OUR VISION.**



QUALITY PLUS



**ASIAN LEADER OF CONSULTATIVE
HEALTH & BEAUTY TECH COMPANY**

**WITH DYNAMIC AND DIVERSITY IN THIS REGION, WE PUT
OUR FOCUS AND PRIORITY HERE WHERE WE ARE ROOTED .**

Quality Plus Group, MD

6 รางวัลชนะเลิศ

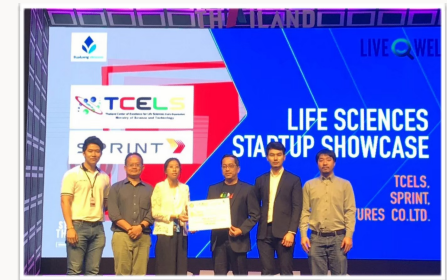
จาก 6 เวทีระดับประเทศและระดับโลก



รางวัลชนะเลิศ LIFE SCIENCE
STARTUP THAILAND
2018



รางวัลชนะเลิศนวัตกรรมสิ่งประดิษฐ์
ระดับ GOLD PRIZE SILICON VALLEY, USA
2018



รางวัลชนะเลิศ LIFE SCIENCE
MASS CHALLENGE
2018



รางวัลชนะเลิศ BIO PICH & PARTNER
THAILAND LAB EXPO
2017



HEALTH WELLNESS AND BEAUTY AWARDS
จาก WATSONS
2017



รางวัลชนะเลิศ PRODUCT CHAMPION
THAILAND
2017



ตัวแทนประเทศไทย

ไปแสดงผลงานนวัตกรรมในต่างประเทศ

ACNOC®
THE ART OF DERMATOLOGY

COSMETIC 360®
INNOVATIONS + SOLUTIONS > PARIS

ตัวแทนประเทศไทยเพื่อแสดงผลงานในงาน
COSMETIC 360 ประจำปี 2017 และ 2019 กรุงปารีส ประเทศฝรั่งเศส



ตัวแทนประเทศไทยเพื่อแสดงผลงานในงาน
BIO KOREA ประจำปี 2018 กรุงโซล ประเทศเกาหลีใต้



ตัวแทนประเทศไทยเพื่อแสดงผลงานในงาน
ECHELON ASIA SUBMIT 2018 ประเทศสิงคโปร์

第八回化粧品産業技術展

Next Step for Cosmetic Ingredients & Technology

CITE Japan 2017

The Worldwide New Trend

ได้รับเชิญออกงานแสดงสินค้าในงาน
CITE EXHIBITION ประจำปี 2017 โยโกฮาม่า ประเทศญี่ปุ่น

COSME TOKYO 2017
5th INT'L COSMETICS TRADE FAIR

ได้รับเชิญให้ขึ้นบรรยายในงาน
COSME TOKYO 2017 กรุงโตเกียว ประเทศญี่ปุ่น



ได้รับเชิญออกงานแสดงสินค้าในงาน
CONSULFARMA ประจำปี 2017 กรุงซาเปาโล ประเทศบราซิล





AGENDA

- **30 SECONDS PITCH**
- **COMMUNICATION**
- **PITCH DECK GUIDELINE AND EXAMPLE**
- **HOW TO DELIVER A GOOD ANSWER ?**
- **HOW TO DEAL WITH NERVOUSNESS ?**



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PITCH YOURSELF WITHIN 30 SECONDS

GET PEOPLE INTERESTED IN YOU



WHAT IS COMMUNICATION?

COMMUNICATION IS AN EXCHANGE OF FEELING, IDEAS, AND INFORMATION, WHETHER BY SPEAKING, WRITING, SIGNALS, OR BEHAVIORS.



WHO IS YOUR TARGET AUDIENCE? PURPOSE OF YOUR CONTENT?

CONTENT STRUCTURE

- **INTRODUCTION**
- **BODY**
- **CONCLUSION**



Audience



- **Who** are they?
- **Why** are they listening to you?
- What are you trying to **change**?
- What are their **interests**?
- What are their **decision making** criteria?
- **How long** do they have to listen?

Benefits

Goal



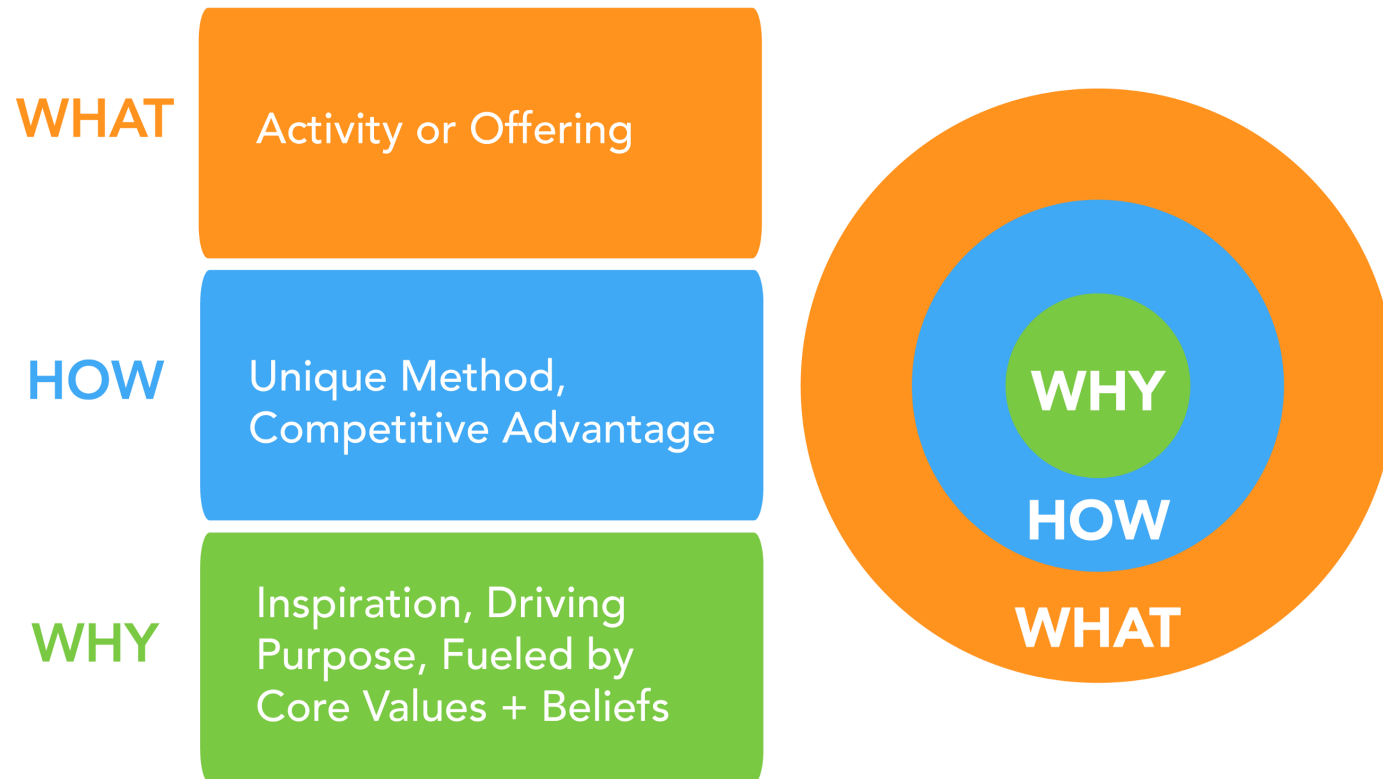
- What do you want to **Achieve**?
- The **Reason** you are giving the presentation
- What you want your Audience to **Do** or **Feel**?

GOLDEN CIRCLES



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Sinek's Golden Circle



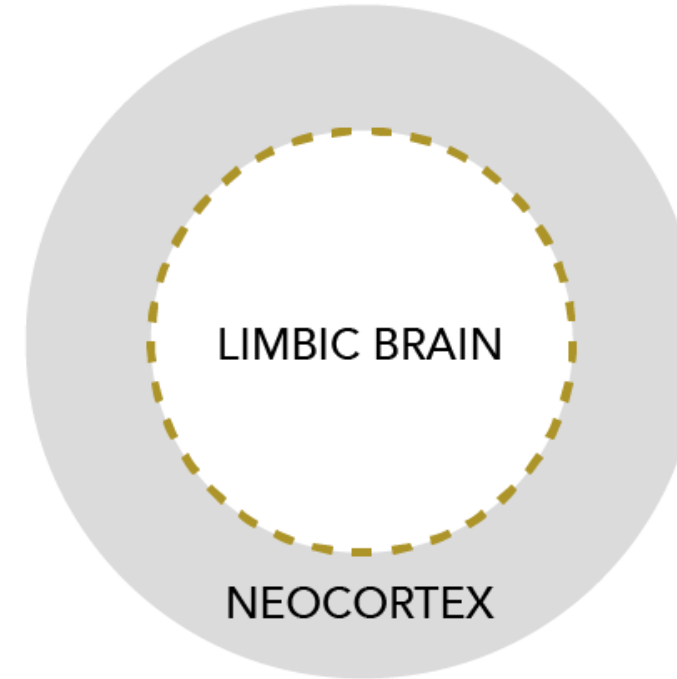
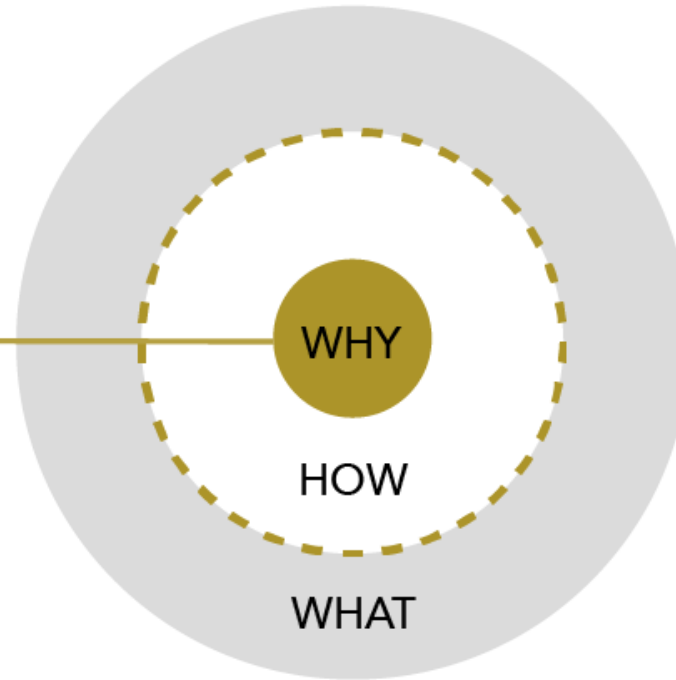
**PEOPLE DON'T BUY
WHAT YOU DO.
PEOPLE BUY WHY
YOU DO IT!**

The Golden Circle + Human Brain



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Great leaders and organisations communicate **inside out.**



Why - Your Purpose
Your motivation? What do you believe?

How - Your Process
Specific actions taken to realise your Why

What - Your Result
What do you do? The result of Why - Proof

Limbric Brain - Your Trust
Controls behavior and decision making
Result: 'Gut' feelings and loyalty

Neocortex - Your Rational
Controls senses, spatial reasoning, analytical thinking and language
Result: Rationalisation and communication



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What motivates academic scientists to engage in research commercialization: 'Gold', 'ribbon' or 'puzzle'?





What motivates academic scientists to engage in research commercialization: 'Gold', 'ribbon' or 'puzzle'?



MONEY



REPUTATION



INTRINSIC SATISFACTION

PICTH DECK STRUCTURE GUIDELINE



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WHO IS YOUR TARGET AUDIENCE?

WHAT IS THE PURPOSE OF YOUR PITCH?

SLIDE 1	COVER & TOPIC	KEY MESSAGE
SLIDE 2	INTRODUCTION WITH PAIN / PROBLEM	KEY MESSAGE
SLIDE 3	SOLUTION	KEY MESSAGE
SLIDE 4	VALUE	KEY MESSAGE
SLIDE 5	BUSINESS PLAN	KEY MESSAGE
SLIDE 6	GO TO MARKET PLAN	KEY MESSAGE
SLIDE 7	COMPETITIVE ADVANTAGES	KEY MESSAGE
SLIDE 8	COMPETITORS ANALYSIS	KEY MESSAGE
SLIDE 9	MANAGEMENT TEAMS	KEY MESSAGE
SLIDE 10	FINANCIAL PLAN	KEY MESSAGE
SLIDE 11	MAGIC SENTENCE	KEY MESSAGE

HOW TO ADD VALUE TO YOUR RESEARCH & INNOVATION PROJECT?

- RESEARCHER PROFILE
- RESEARCH STORY
- RESEARCH BUDGET
- RESEARCH MILESTONES
- RESEARCH VALUATION
- RESEARCH USABILITY



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HOW TO DELIVER A GOOD ANSWER TO THE JUDGES ?



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No wonder why the cause of 90% of conflicts has to do with faulty communication. That is because when someone talks, we usually choose a level of listening out of three:

- **We pretend to listen**, by nodding in agreement now and again during the conversation;
- **We selectively listen** and choose to answer/debate fragments of the conversation;
- (the least used method) **We are fully engaged in the conversation**, concentrating our attention and energy on what is being said.



After listening to someone talking, we usually have one of the following four reactions:

- **Evaluating:** we assess whether we agree or disagree;
- **Examining:** we ask questions from our subjective perspective;
- **Advising:** we offer advice from our own experience;
- **Interpreting:** we tend to think we fully understood all the aspects of the situation.



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HOW TO DEAL WITH NERVOUSNESS ?



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WHAT ARE IN YOUR MIND BEFORE OR DURING YOUR PITCH?





SOLUTIONS

- 1 SELF AWARENESS**
- 2 SELF REGULATION**
- 3 SELF MOTIVATION**



DIFFERENT VALUE (RESEACHERS & ENTREPRENEURS)

	RESEARCHERS	ENTREPRENEURS
Research	My Passion, Aspiration, My Life and My Everything .	Important Resources to drive my business gain More Profit .
Money	It is important for me and My Team but Not Everything .	Maximize Profit . I need to use it wisely.
Time	I need more time to Make Thing Perfect .	My time is limited. I need to Go Fast .
IP	I want to be part of it for Amplifying My Research .	I think I have invested money so Should I Own 100% ?
COMMITMENT	Don't force me to say "YES" I need to try before commit anything.	I have to make sure the money I spent is Fruitfully Investment .

THE END



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THANK YOU
FOR YOUR ATTENTION

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