

NAME OF TEAM you are giving feedback to: Ophthal Surgical

Audience Feedback Form - ELEVATOR PITCH COMPETITION

Note: Fill these out during each Q&A session with the judges. This form will **not** be used to determine the winners of the competition. Fill this out to provide feedback to the competitors. We will give this to them to help them improve.

What are the **strongest or most distinctive aspects** of this business concept?

Good job answering questions

What **areas need the most improvement** or additional development?

Decrease the number of "um"s.
Saying that this won't help experienced surgeons is concerning. In that case, stress the decrease in complications instead of decrease in time.

Comment on the **presentation quality** of the pitch, i.e. body language, clarity of thought, etc.

Additional **feedback or suggestions**?

Overall score (circle one): Consider that the goal of the pitch is to get you to accept a second meeting to discuss the possibility of an investment. Rate the likelihood you would invite them back for a second meeting.

1	2	3	4	5	6	7	8	9	10
Low chance of a second meeting					High chance of a second meeting				

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NAME OF TEAM you are giving feedback to: Optimal Surgical

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What are the **strongest or most distinctive aspects** of this business concept?

→ strong intro → clarity
→ Pacing → confident

What **areas need the most improvement** or additional development?

fillers like -um - Please avoid it.

Comment on the **presentation quality** of the pitch, i.e. body language, clarity of thought, etc.

→ Good

Additional **feedback or suggestions**?

→ May be less science

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NAME OF TEAM you are giving feedback to: Cataracts

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What are the **strongest or most distinctive aspects** of this business concept?

framing surgical aspect, wide applicability

What **areas need the most improvement** or additional development?

is it a shortcut to learn the skill, or does it actually work better,

Comment on the **presentation quality** of the pitch, i.e. body language, clarity of thought, etc.

started strong, wavered a little toward end.

Additional **feedback or suggestions**?

don't end sentences like a question. (Haha, I do it too!)

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NAME OF TEAM you are giving feedback to: Optimal Surge, Ltd

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What are the **strongest or most distinctive aspects** of this business concept?

Use of the product + will make it easier for new surgeons.

What **areas need the most improvement** or additional development?

Comment on the **presentation quality** of the pitch, i.e. body language, clarity of thought, etc.

Additional **feedback or suggestions**?

more eye contact w/ audience and not back of auditorium

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What are the **strongest or most distinctive aspects** of this business concept?

- Presented a lot of info in just 2 minutes
- Good ^{level of} voice, sounds confidence

What **areas need the most improvement** or additional development?

- Slow down your delivery, use pauses. Allows people to think. Do this during presentation + Q+A.
-

Comment on the **presentation quality** of the pitch, i.e. body language, clarity of thought, etc.

- Strong, good body language.

Additional **feedback or suggestions**?

-

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What are the **strongest or most distinctive aspects** of this business concept?

High volume, Fast Time to market.

What **areas need the most improvement** or additional development?

More Research is needed, such as pigs.
Is your IP thorough.
more .

Comment on the **presentation quality** of the pitch, i.e. body language, clarity of thought, etc.

very good.

Additional **feedback or suggestions**?

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NAME OF TEAM you are giving feedback to: OPTIMM SURGERY

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What are the **strongest or most distinctive aspects** of this business concept?

Decent size market but did not describe actual market for the device/instrument (annual volume).

What **areas need the most improvement** or additional development?

Not clear about the need or real pain that addressing. Cataract surgery is a very common procedure with perceived low complication rates.

Comment on the **presentation quality** of the pitch, i.e. body language, clarity of thought, etc.

Presenter is clear, concise & to the point. Well done.

Additional **feedback or suggestions**?

Not sure if have big enough need & market to support a ~~product~~ company.

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What are the **strongest or most distinctive aspects** of this business concept?

- simple idea for a product with great potential to change (& improve) standard of care.

What **areas need the most improvement** or additional development?

- product itself needs further development and testing.

Comment on the **presentation quality** of the pitch, i.e. body language, clarity of thought, etc.

- talked too fast, indicating nervousness / lack of confidence.

Additional **feedback or suggestions**?

- clear presentation of idea.

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What are the **strongest or most distinctive aspects** of this business concept?

the blade itself to make ~~certain~~ surgery to smoother

What **areas need the most improvement** or additional development?

not having the different size blades yet in development

Comment on the **presentation quality** of the pitch, i.e. body language, clarity of thought, etc.

strong beginning but stumbled a little toward the end

Additional **feedback or suggestions**?

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What are the **strongest or most distinctive aspects** of this business concept?

market size & opportunity

What **areas need the most improvement** or additional development?

Adding 1^o mkt. research in pitch.
Could add something catchy / analogy.

Comment on the **presentation quality** of the pitch, i.e. body language, clarity of thought, etc.

Good, but could be a bit less ~~less~~^{skill} & more fluid

Additional **feedback or suggestions?**

Good job handling questions.

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What are the **strongest or most distinctive aspects** of this business concept?

The Q&A session - she knew the background research
- covers a large population

What **areas need the most improvement** or additional development?

?

Comment on the **presentation quality** of the pitch, i.e. body language, clarity of thought, etc.

Slow down a bit - seemed jumbled in thought & pitch

Additional **feedback or suggestions**?

Breathe. Try to slow the # portion down - went too fast & couldn't follow.

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NAME OF TEAM you are giving feedback to: Optical Surgical

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What are the **strongest or most distinctive aspects** of this business concept?

The background on cataracts / need for this product

What **areas need the most improvement** or additional development?

flow / answering questions

Comment on the **presentation quality** of the pitch, i.e. body language, clarity of thought, etc.

good job, but needs to look a little more confident after answering questions (often grimaced after answering).

Additional **feedback or suggestions?**

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What are the **strongest or most distinctive aspects** of this business concept?

1 CLEAR CASE MADE FOR NEED

What **areas need the most improvement** or additional development?

NOT SURE THAT BUSINESS CASE CAN BE MADE FOR 1 LEVEL OF INVESTMENT NOR 2 ROI CAN BE MADE EFFECTUVELY IN A 2' PITCH

Comment on the **presentation quality** of the pitch, i.e. body language, clarity of thought, etc.

SPOKE TOO FAST; TIME LEFT OVER

Additional **feedback or suggestions?**

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What **areas need the most improvement** or additional development?

very primitive.

Comment on the **presentation quality** of the pitch, i.e. body language, clarity of thought, etc.

good.

Additional **feedback or suggestions**?

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What are the **strongest or most distinctive aspects** of this business concept?

Large market potential

What **areas need the most improvement** or additional development?

→ Unclear about clinical need
→ Technology too early stage
→ Distribution pathway UNCLEAR.

Comment on the **presentation quality** of the pitch, i.e. body language, clarity of thought, etc.

Excellent - concise, directed & detailed

Additional **feedback or suggestions**?

Picture of blade on ppt slide would be useful.

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What are the **strongest or most distinctive aspects** of this business concept?

Definite Need / Market - even with only 5% complication rate
Use in animal models

What **areas need the most improvement** or additional development?

Why stick with conventional techniques when lasers ~~can~~ appear at least to me, to be the best technology for eye procedures
Hard to make it "one size fits all"

Comment on the **presentation quality** of the pitch, i.e. body language, clarity of thought, etc.

Rushed

Additional **feedback or suggestions?**

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What are the **strongest or most distinctive aspects** of this business concept?

SIMPLE + EASY USE/ADOPTION

What **areas need the most improvement** or additional development?

SIZING.
ANIMAL DATA.

Comment on the **presentation quality** of the pitch, i.e. body language, clarity of thought, etc.

GOOD.
A BIT NERVOUS/RUSHED

Additional **feedback or suggestions?**

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Well prepared to the questions.

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What **areas need the most improvement** or additional development?

primary market research a little weak
some testimonials or interviews would help.

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