



**Oncode
Accelerator**

Create Your Perfect Pitch

To be hired today

Alex Cloherty, PhD
Marketing & Communications Specialist, Oncode Accelerator

Who I am

Alex Cloherty

Award Winning Science Communicator



Marketing & Communications Specialist



TOPX Ambassador

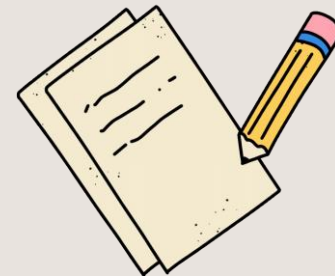


**First, consider
them**

With any pitch, the essential
starting place is your audience

**Who do you want
to talk to today,
and for what
kind of job?**

- What do they value?
- What do you admire about them?
- What do you have in common?
- What will they want to know?
- What do you want to find out about them?



5 minutes

**Now it's about
you**

Everybody will have the
minimum requirements.
So what makes you different?

Now it's about you



Everybody will have the minimum requirements.
So what makes you different?

- side jobs
- cultural background
- hobbies
- personality traits



5 minutes

How To Build A Pitch

10%:
introduction



- stand out
- catch attention
- use foreshadowing: tell them what you're going to tell them

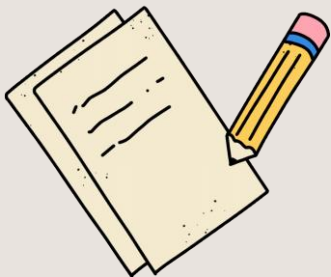
What's your mission statement?

Here's mine:

“In all my work, I connect my passion for science with my belief that science can only have a positive impact when it is well communicated.”

Why it helps you to have one:

- Helps you judge if a job is actually a fit for you
- Helps you find your “niche”
- Immediately communicates (some of) your values

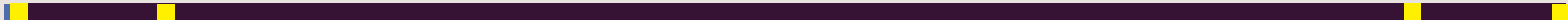



2 minutes

How To Build A Pitch

10%:
introduction

10%:
conclusion

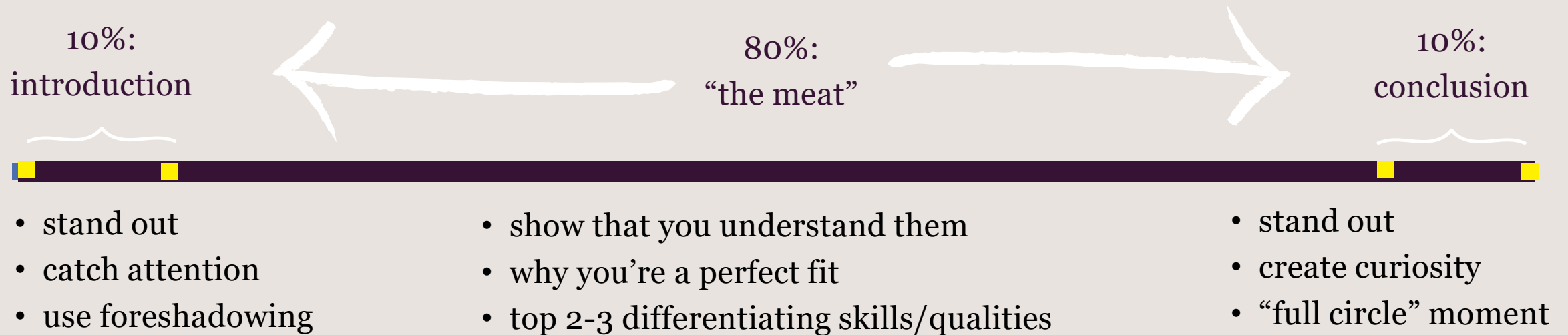
- 
- 
- stand out
 - create curiosity for more
 - create a “full circle” moment:
remind them what you told them

How To Build A Pitch



- show that you understand them
- why you’re a perfect fit
- top 2-3 differentiating skills/qualities

Build A Pitch in



**What
next?**

Ask questions first

Practice makes perfect

Different messages for different audiences

**Stay in
touch**

My LinkedIn:



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Onco Accelerator

*Outsmarting cancer
Impacting lives*