

## PRESENTER BRIEFING FOR FALLING WALLS LAB PARTICIPANTS

In preparation for Falling Walls Lab, you will create a **3-minute pitch presentation** on your innovative idea. Please read the following information carefully to help ensure a smooth and engaging experience for everyone.

### GENERAL ADVICE

- Focus on the problem you want to solve (“the wall”) and your innovative solution (“how you will break it down”).
- Remember, the jury and audience come from diverse scientific and professional backgrounds. Use clear, accessible language so everyone can follow your idea.

### EVALUATION CRITERIA

The jury will assess your presentation based on three criteria:

- Breakthrough & Innovation (50%)
- **Relevance & Impact (40%)**
- **Structure & Performance (10%)**

See the second page of this briefing for a visual overview of the criteria.

### TIME

- Each pitch is 3 minutes. We recommend spending most of your time on the solution rather than the problem.
- Your PowerPoint template includes an optional ‘Questions’ slide if your Lab organiser plans a short Q&A. If included, responses are limited to 1 minute per presenter.
- A countdown clock will show your remaining time. A first sound signals 10 seconds remaining; a second sound marks the end of 3 minutes.

FALLING  
WALLS  
LAB

### POWERPOINT PRESENTATION

Please use the provided PowerPoint template to create a visual support for your pitch. We kindly ask you to follow the instructions on the first slide.

It is important that you stick to the following:

- **Slide limits:** three content slides only: *1. Title, 2. Problem, 3. Solution.*
- **Title slide:** Fill in only the placeholders. Do not alter logos, add text boxes, or change graphics.
- **All slides:** Do not change font size, colour or layout.

### PRESENTATION ADVICE

- Less is more: Slides should support your talk, not replace it.
- Avoid overloading slides with text, images, videos, or complex animations. Focus on key words, short sentences, and visuals that reinforce your message.
- Keep the audience focused on you and your idea, not the slides.

We look forward to your participation and seeing your ideas on stage!

## EVALUATION CRITERIA

The jury will evaluate your presentation based on the following criteria:

### RELEVANCE & IMPACT – 40%

Guiding Question:

How important is the problem to the discipline and beyond, and how meaningful is the potential impact of the proposed idea?

This criterion evaluates the importance of the challenge the project tackles and the value of its proposed contribution.

Impact may be:

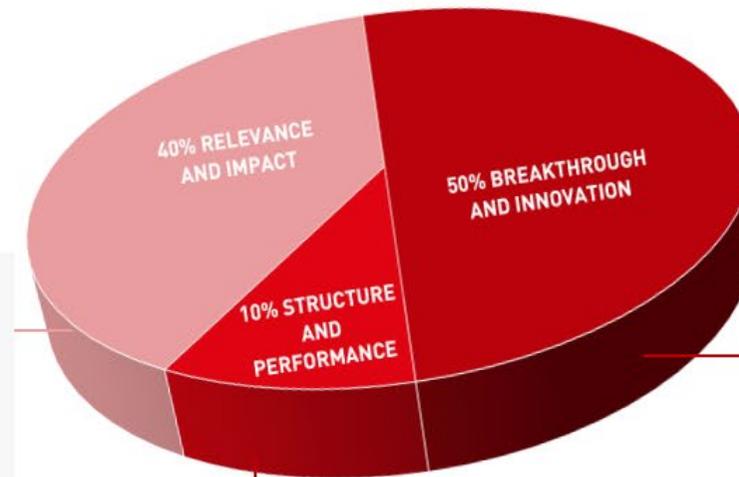
- Broad, through scalable or widely applicable solutions
- Targeted, through deep, meaningful improvements for a specific group, field, or region

Projects may demonstrate:

- impact through immediate applicability, strong future potential, or transferable insights.
- Early-stage ideas are acceptable if their relevance and longer-term value are clearly articulated.

Criteria:

- Clarity and relevance of the problem statement
- Credibility of the proposed benefit
- Potential short- and/or long-term value



### STRUCTURE & PERFORMANCE – 10%

Guiding question:

How clearly and convincingly is the idea communicated within the three-minute pitch?

This criterion evaluates the clarity, structure, and delivery of the presentation.

Criteria:

- Clear structure and logical flow of the pitch
- Accessible explanation of the idea
- Confidence, focus, and effective use of the limited time
- Presentation skills should support understanding but should not outweigh the quality of the idea itself

### BREAKTHROUGH & INNOVATION - 50%

Guiding Question:

How original, creative, and forward-thinking is the idea, and does it have the potential to open new pathways or shift thinking within its field?

This criterion assesses the novelty and innovative strength of the idea. A breakthrough does not need to be fully developed or validated at this stage. What matters is the originality of the approach, its scientific or methodological grounding, and its potential to inspire further research, applications, or new ways of thinking.

Criteria:

- Originality of the idea or approach
- Creative use of methods, perspectives, or technologies
- Strength and plausibility of the concept
- Potential to stimulate further innovation or challenge existing approaches
- Ideas may be exploratory, speculative, or in early development, provided their innovative potential is clearly and plausibly communicated