



# Training Module I

**WHEN:** June 3<sup>rd</sup>. 2:00 – 6:00 pm followed by a BBQ.

**WHERE:** Yrjönkatu 13 A, 00120 Helsinki. The offices of Attorneys-at-law Borenus

**WHO:** Training module is designed for approximately 15 health and medical technology companies that will participate in the Health 2.0 conference in Santa Clara, CA and visit to New York City.

**PROGRAM:**

- Welcome and Introduction to training modules – Mike Klyszeiko (Amcham Finland)
- “Own Your Audience.” Presentation on delivery techniques for all audience sizes – Mike Richards (Amcham Finland)
- How & What to Pitch to Potential Partners – Speaker TBD (GE Health and Siemens)
- Introduction of Panelists & Company Pitches Round I
  - Each company will deliver a three and a half minute pitch to the panel. Panelists will provide immediate feedback and comments on the pitch.
- Break – Panel to provide general feedback to the companies
- Company Pitches Round II
- Wrap Up – Mike Klyszeiko
  - Next steps
  - Next training modules
- BBQ Begins

**NOTES:**

1. Companies can either watch other company pitches or they can go to an adjacent room to practice their pitches during the pitching rounds.
2. Each company pitch will be videotaped. Videos will be distributed to the companies after the training module.
3. Each company will receive written feedback from the panel. This information will be recorded and organized by an Amcham staff member on site.
4. Each pitching round is expected to last one hour and thirty minutes based on 15 companies delivering three and a half minute pitches with 2 minutes of panel feedback per pitch.

