How to prepare your pitch for your application to DigiFed?
Call information

Call deadline: 9th June 2020, 17:00 (Brussels Time)

For further information: https://digifed.org/explore/open-calls/

contact: info@digifed.org
# Online bootcamps – technical offer

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Organizers</th>
</tr>
</thead>
<tbody>
<tr>
<td>05/05/2020</td>
<td>IoT</td>
<td>ST Microelectronics, University of Ljubljana, ikerlan</td>
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<tr>
<td>07/05/2020</td>
<td>AI &amp; Software</td>
<td>CATAPULT Digital, University of Ljubljana, ikerlan</td>
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<tr>
<td>11/05/2020</td>
<td>Lighting, Reliability &amp; Autonomous Vehicle</td>
<td>AVL, CEA, Budapest University of Technology &amp; Economics, ikerlan, CEATech</td>
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<tr>
<td>13/05/2020</td>
<td>Cybersecurity</td>
<td>ST Microelectronics, ikerlan, CEA</td>
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# Online bootcamps – pitch training

<table>
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<tr>
<th>18/05/2020 or 19/05/2020 (Tbd)</th>
<th>One on One sessions with coaches from DigiFed partners</th>
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<tr>
<td><img src="image1.png" alt="Logo" /></td>
<td><img src="image2.png" alt="Logo" /></td>
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<tr>
<td>CATAPULT Digital</td>
<td>Budapest University of Technology &amp; Economics</td>
</tr>
<tr>
<td>20/05/2020</td>
<td><strong>Recording possibility</strong></td>
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<tr>
<td>Register for a 10 minutes meeting to get your pitch recorded by a DigiFed partner</td>
<td><img src="image5.png" alt="BLUMORPHO Logo" /></td>
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WHY PITCHING?
What is a pitch?

✓ A pitch is a marketing presentation focused on your value creation
✓ A concise presentation
✓ Storytelling with “To the point” ideas and key messages
Why pitching?

To share your vision

FEDERATE CONVINCE SELL
What we expect from your presentation

- The 5 min pitch must be a description of the business potential of the solution to be developed in DigiFED

- It slightly differs from the IMPACT section of the 10 pages application document.
Content of the presentation

1. Presentation of the company
2. What is the problem – use case scenario
3. What is the solution you want to develop
4. What is the expected contribution of DigiFED in the solution
5. Unique value proposition offered by the solution
6. Competition
7. Market drivers & trends
8. Targeted market segments / Targeted customers / Positioning in the value chain
9. Market penetration strategy / Go to market ?
10. Beyond DigiFED : time to market and ambition
Content of the presentation

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This slide is here to help you to gather the information

THIS IS NOT A TEMPLATE OR A FORM TO FILL

YOUR PITCH MUST TELL A STORY
Presentation of the company: company’s ID

• When was the company created?
• Size / approx. turnover
• Company profile: SME / Midcap / Startup
• Standard business
• Are you a startup? If yes are you backed by investors? Are you looking for investors?
Presentation of the company: company’s ID

• When was the company created? **2013**
• Size / approx. turnover: **12/1M€**
• Company profile: **SME / Midcap / Startup**
• Standard business: **IoT**
• Are you a startup? If yes are you backed by investors? Are you looking for investors? **No**
Presentation of the company: company’s ID

- When was the company created? 2013
- Size/ approx. turnover: 12/1M€
- Company profile: SME/Midcap/Startup
- Standard business: IoT
- Are you a startup? If yes are you backed by investors? Are you looking for investors? No AGAIN!!! This is not a Template!

AGAIN !!! This is not a Template!

Filling a form is not a marketing approach

TELL US YOUR STORY
Potential of the team

Your ability to execute

Would you invest in this team?
What is the problem – use case scenario

- What is the use case?
- What is the problem?
- Why is it important to solve this problem?
What is the solution you want to develop and what is the expected contribution of DigiFED in the solution

- Don’t enter into the technical details, this is available from the application document.

- Explain how DigiFED contributes to the innovation of your product?
Unique Value Proposition

Increase the gain and reduce the pains... and is Unique
Unique Value Proposition

Increase the gain and reduce the pains... and is Unique

THIS IS NOT A TEMPLATE TO FILL

The Value Proposition Canvas is a tool, not a deliverable
Competition

Tip: USE A VISUAL REPRESENTATION OF THE COMPETITION
Market drivers & trends

• Market drivers are the reasons why the market will be big and grow

• **Warning:** standard high level market figures does not help to understand the market

• Explain your figures
Market strategy:

• Targeted market segments / Targeted customers / Positioning in the value chain.
  Who will be your customers? Business model?

• Market penetration strategy / Go to market
  How are you going to address these customers. Do you already have a market access?
  Is there any modification in your current business strategy?
Beyond DigiFED

• What is the time to market?

• What value will it generate for the company? Expected increase of turnover?

• How are you going to finance this?
THE STYLE
Slides – Bill Gates

Internet-based personal services
to bring together your digital world
Centered on the individual
Communications, information, protection
Separate from Windows
MSN.com continues as programmed content
Primarily supported
How many slides?

ONE SLIDE = 1 MESSAGE
« If you use a quote, read it »

Régis Hamelin, CTO BLUMORPHO
Your voice will be your body language

I didn't say he stole the money.
I didn't say he stole the money.
I didn't say *he* stole the money.
I didn't say he *stole* the money.
I didn't say he stole the *money*.
How to start? The hook

The problem you want to solve and use the imagination of the audience

Do not start by explaining what you do

SET THE SCENE!
Usual mistakes

✓ Don’t try to say everything: the full business plan in 5 minutes

✓ Avoid technical details:
  ✓ Don’t try to explain the technology but explain how it generates business

✓ Don’t oversell:
  ✓ We will become world leader …the new paradigm…
  ✓ Mix between Blue Sky Pictures and Facts & Figures

✓ If financial data: only key figures, not the full tables
  ✓ Revenue perspective in 3 or 5 years