



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

05/05/2020
IoT



University of Ljubljana

ikerlan

CATAPULT
Digital

07/05/2020
AI & Software

CATAPULT
Digital



University of Ljubljana

ikerlan

11/05/2020
Lighting, Reliability & Autonomous Vehicle



13/05/2020
Cybersecurity



ikerlan



Online bootcamps – pitch training

18/05/2020 or 19/05/2020 (Tbd)

One on One sessions with coaches from DigiFed partners

CATAPULT
Digital



University of Ljubljana



ikerlan
MEMBER OF BASQUE RESEARCH
& TECHNOLOGY ALLIANCE



20/05/2020

Recording possibility

Register for a 10 minutes meeting to get your pitch recorded by a DigiFed partner





WHY PITCHING ?



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 864266.

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



THE CONTENT



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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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9. M
10. Beyond DigiFED : time to market and ambition

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

You could be tempted to
do this

Presentation of the company: company's ID

- Whe
- Size
- Com
- Stan
- Are y
look

AGAIN !!! This is not a Template !

Filling a form is not a marketing approach

TELL US YOUR STORY

Are you

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 ?

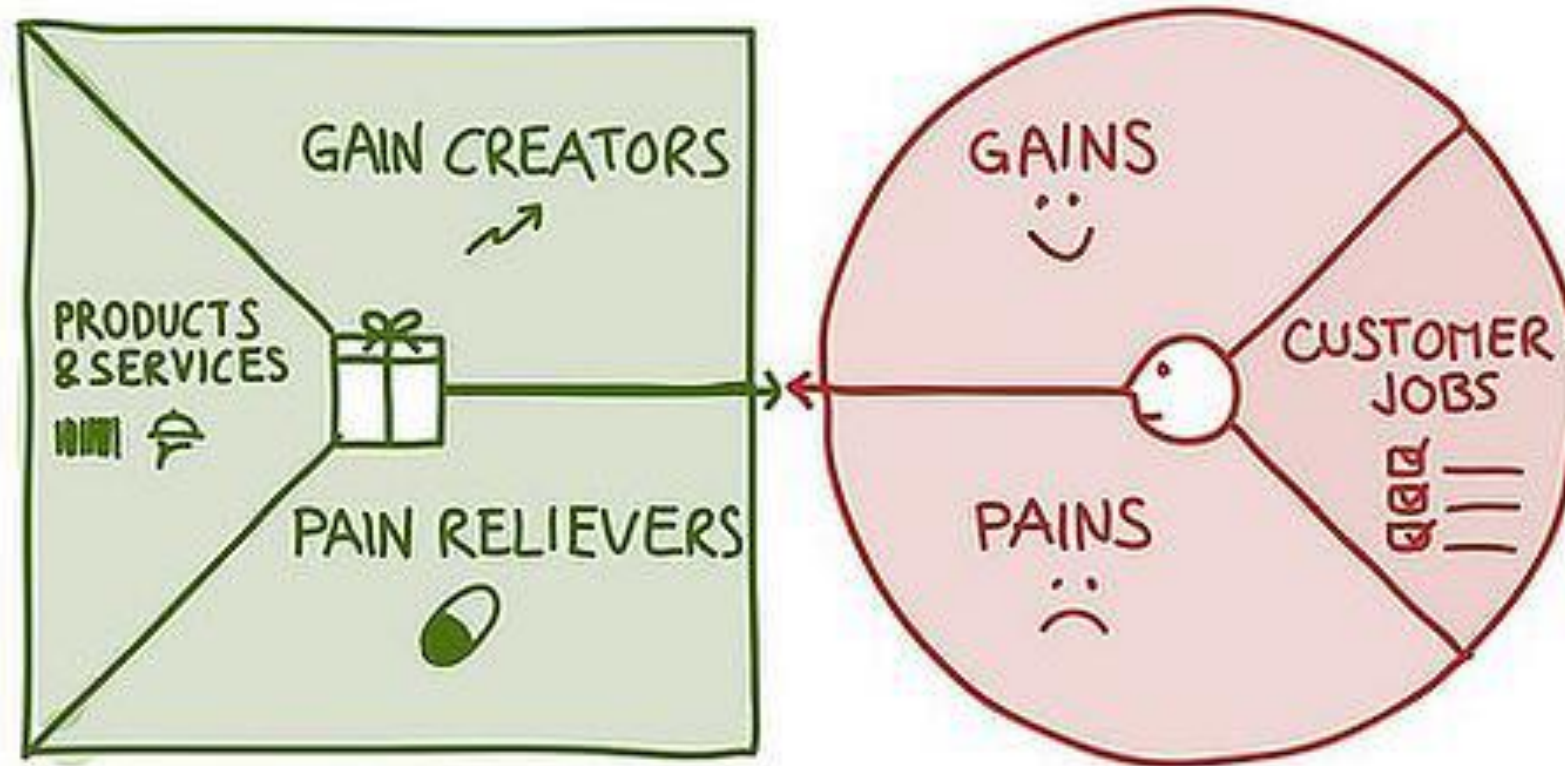


What is the solution you want to develop and what is the expected contribution of DigiFED in the solution

- 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

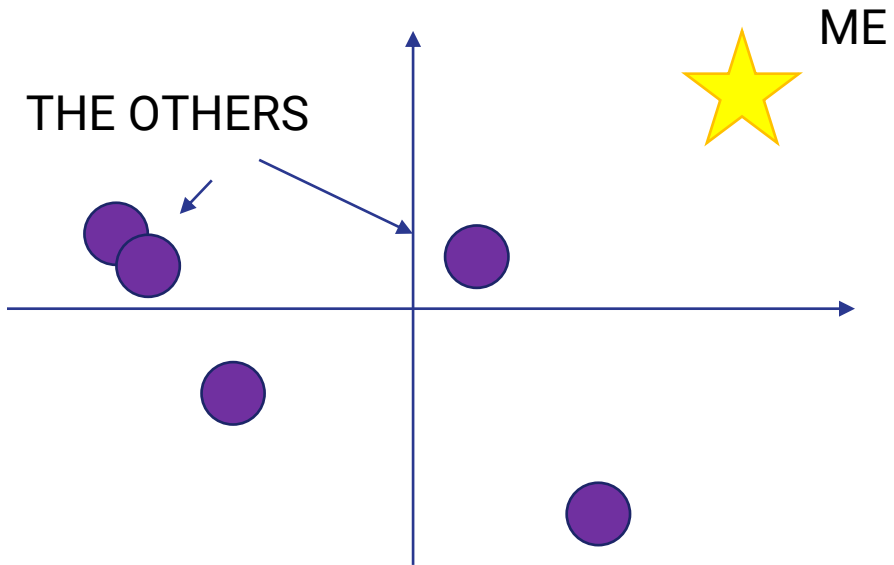
Increase the gain and reduce the pains... and is Unique

THIS IS NOT A TEMPLATE TO FILL

The Value Proposition Canvas is a tool, not a deliverable



Competition



	★	●	●	●	●
FEATURE 1					
FEATURE 2					
FEATURE 3					
FEATURE 4					
FEATURE 5					

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

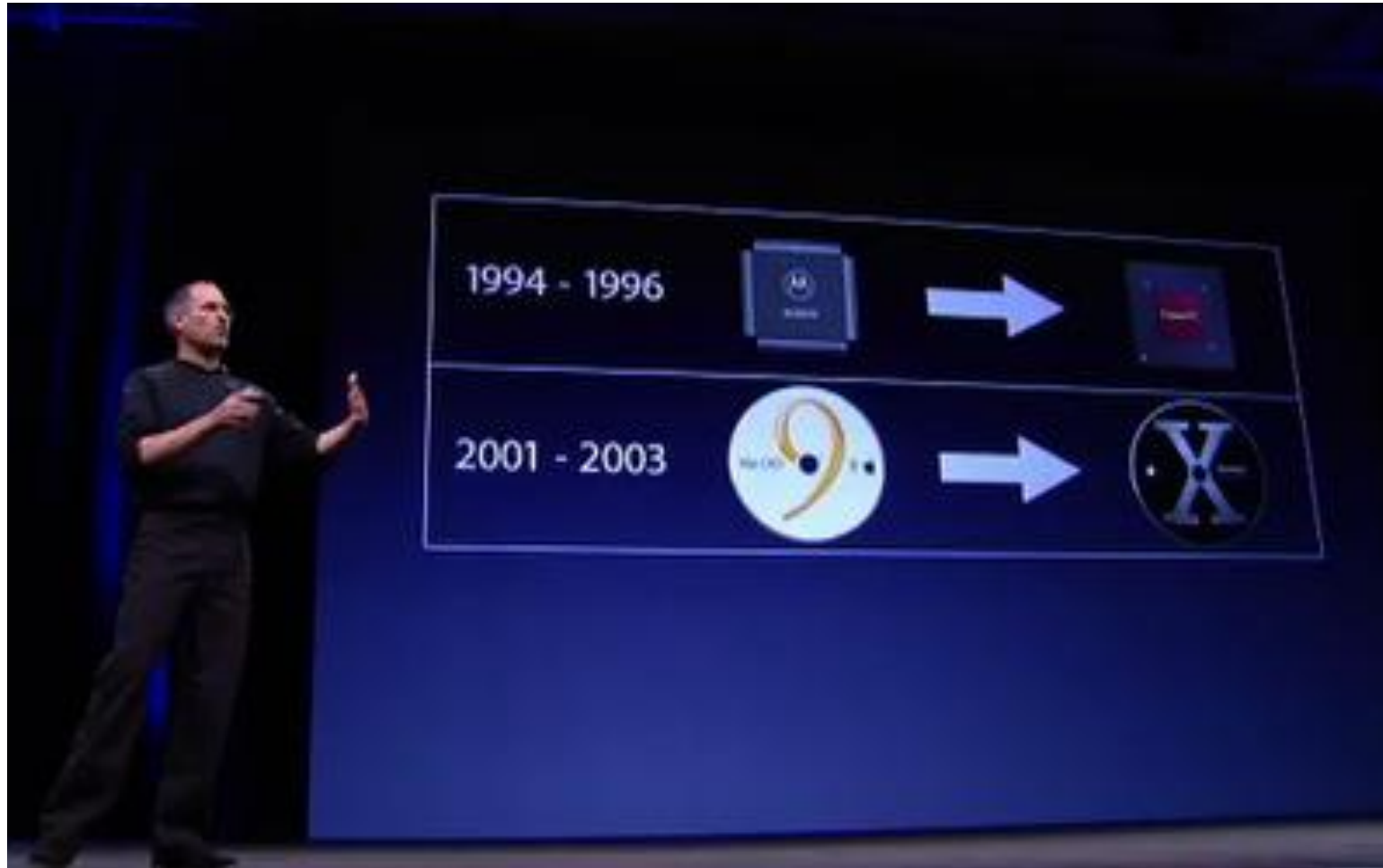
- What is the time to market ?
- What value will it generate for the company ? Expected increase of turnover ?
- How are you going to finance this ?



THE STYLE



Slides – Steve Jobs



Slides – Bill Gates

A photograph of Bill Gates standing on a stage in front of a large projection screen. The screen displays the Windows Live logo and a list of bullet points. Bill Gates is wearing a blue button-down shirt and dark trousers, and is gesturing with his hands as if speaking. The background of the screen is blue with a faint image of a person's face.

 Windows Live™

- 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.

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



THANK YOU



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