



# How to prepare your pitch for your application to DigiFed ?



## Call information

Call deadline: 15th December 2020, 17:00 (Brussels Time)

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

contact: [info@digifed.org](mailto:info@digifed.org)



# WHY PITCHING ?



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

# Why pitching ?

## To share your vision



**FEDERATE**



**CONVINCE**



**SELL**

# 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



# THE EVALUATION



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# Non eligible proposals

- If your proposal is declared as non eligible, the pitch will not be scored (score=0)
- Make sure you have identified your technical partner
  - Twin: A second company
  - Single: a Digifed partner
- Note: BLUMORPHO will deliver support to all the companies selected in DigiFED, no need to mention BLUMORPHO in your application

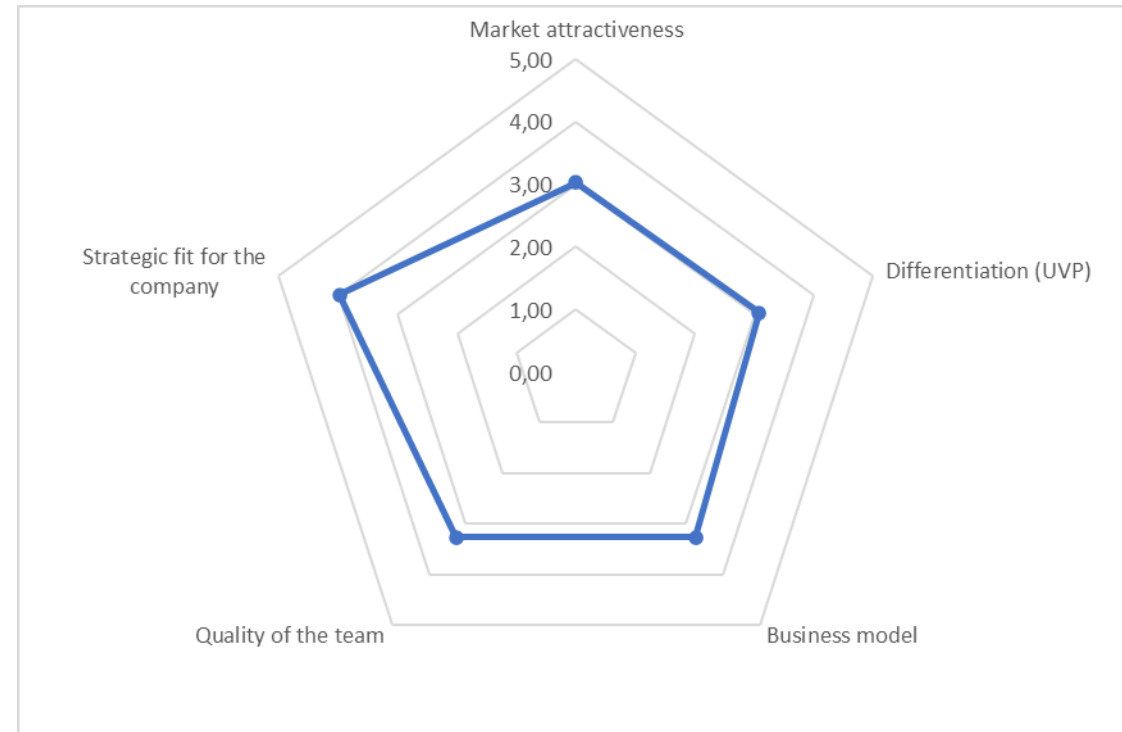
# Evaluation criteria: 5 criterias

- **Market Attractiveness:** market size, and ambition of the company on this market.
- **Differentiation** – Unique Value proposition: patents ? How the company manages the competition
- **Business model: do you capture the value ?** Note: licencing is rarely a good business model in hardware
- **Quality of the team:** Does the team has a relevant experience in the same domain ? Do they have all the critical positions filled ?
- **Strategic fit for the company:** is it in the core strategy ? Is it a diversification ? Does DIGIFED bring a significant support to the company's ambition ?



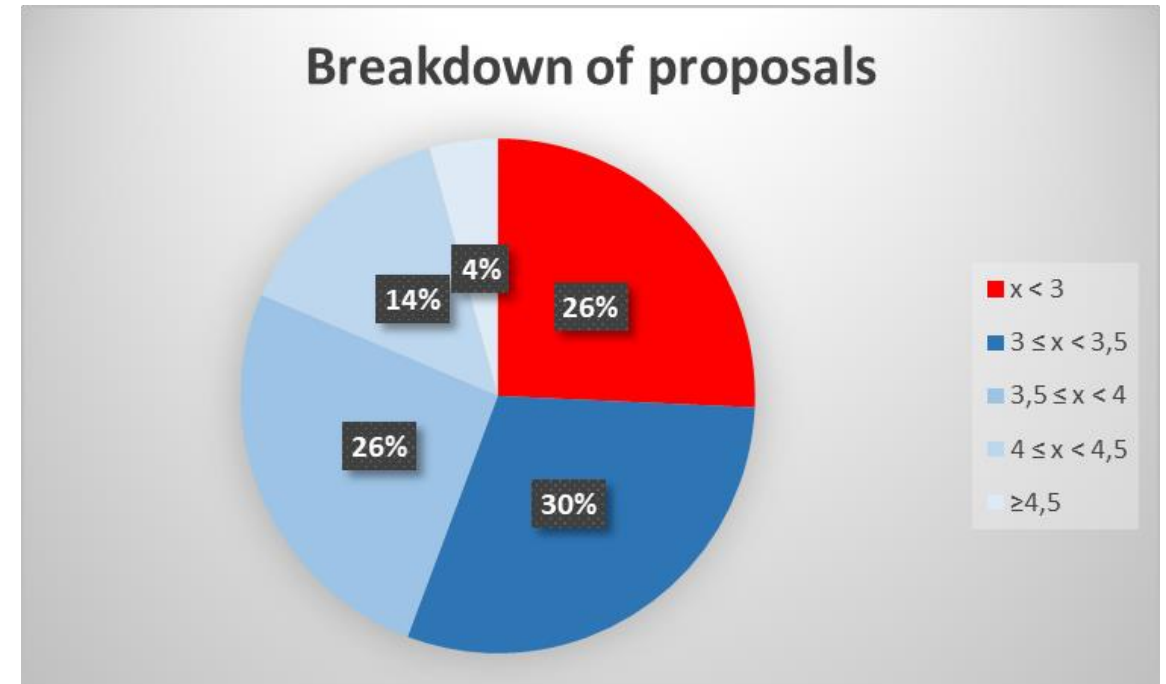
# AVERAGE CO

- Average note = 3,32
- Average note Single = 3,30
- Average note Twin = 3,37

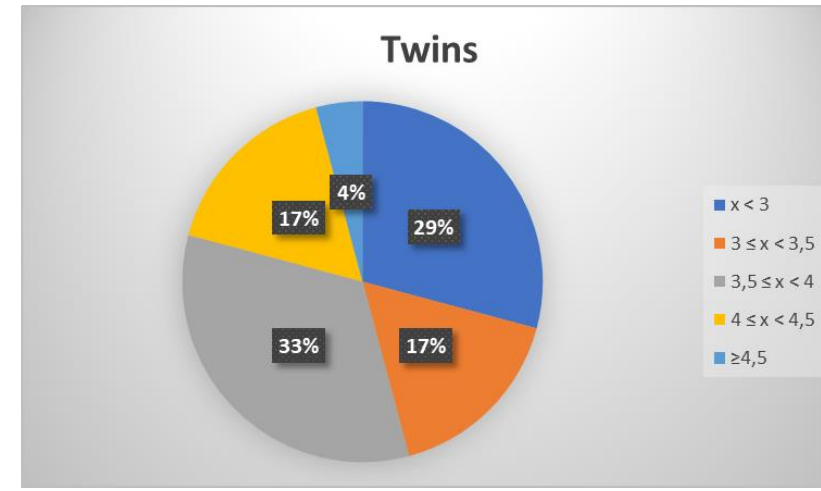
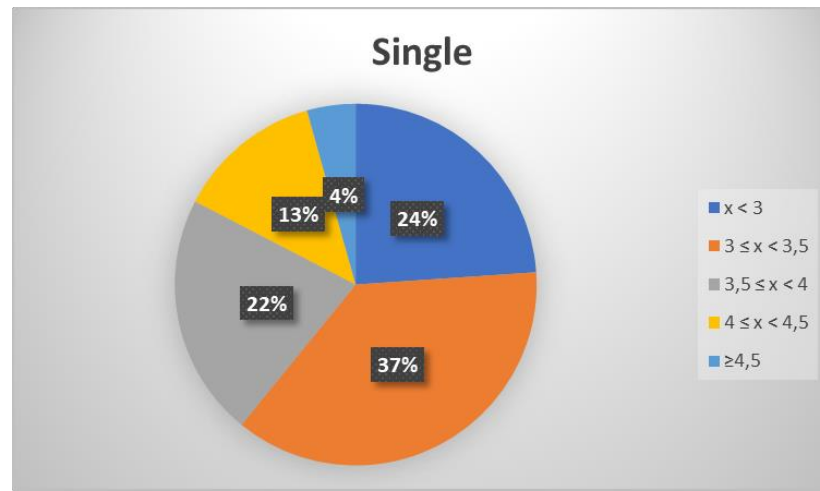
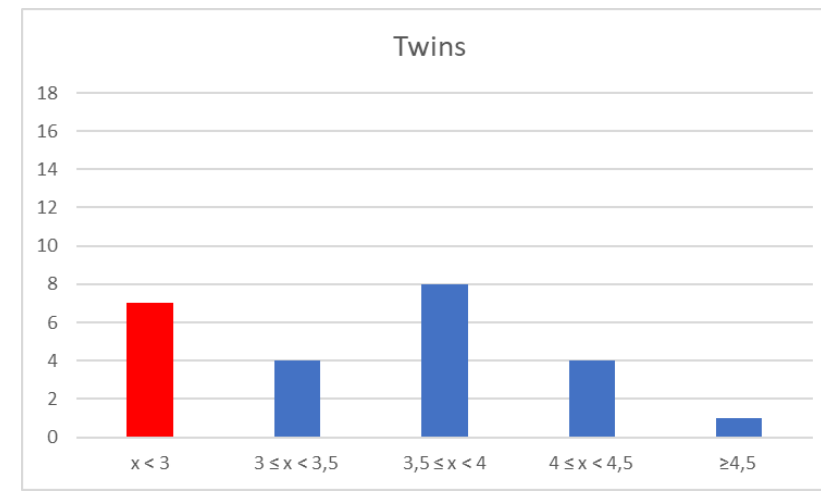
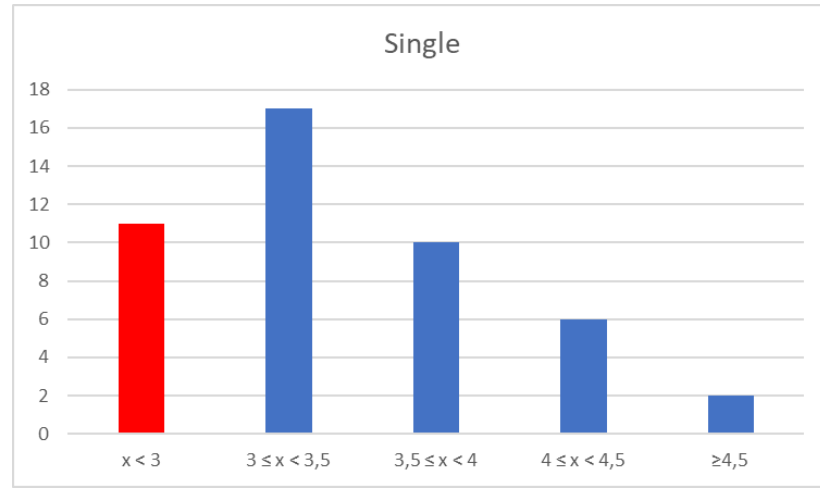


- Comment : Eminuit autem inter humilia supergressa iam impotentia fines mediocrium delictorum nefanda Clematii cuiusdam Alexandrini nobilis mors repentina; cuius socrus cum misceri sibi generum, flagrans eius amore, non impetraret, ut ferebatur, per palatii pseudothyrum introducta, oblato pretioso reginae monili id adsecuta est, ut ad Honoratum tum comitem orientis formula missa letali omnino scelere nullo contactus idem Clematius nec hiscere nec loqui permissus occideretur.... bla bla bla

# Overview



# Singles vs Twins





# WHAT HAS CHANGED AND WHY



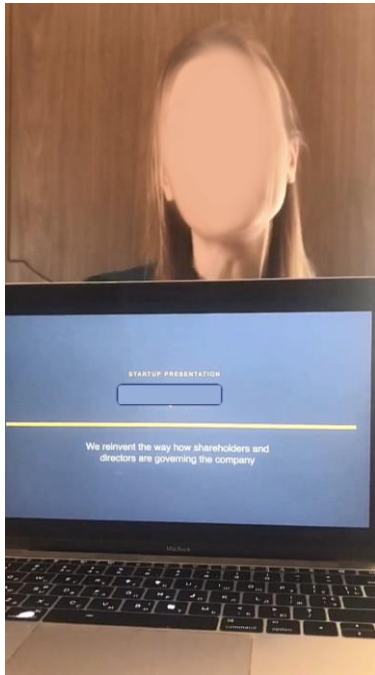
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# Why modify the guidelines

26 % of pitches  $< 3$  is very large

**The DIGIFED coaching starts now**

# Recommendations were not always followed



Slides can't be read



Technical issue



1 min face cam instead of 5 min pitch

# But also....

- Hire a Voice Actor to introduce the project
- Use of a synthetic voice
- No voice at all: just animated text
- File impossible to read

**We miss en essential element: the team**

# Being an english native speaker can be a trap



Probably more than 50 slides in 5 minutes

The relevant information are packed in the last 2 minutes with less than 3 seconds per slides



# Use of video in your slides....

- Product promotion video: this is not the objective
- Video can be helpful, but not too long: 45 seconds of people falling down

# In addition...

- Lots of elements were missing in the videos.

The evaluation team must not search for the information in the documents

- A« bad » pitch requires more time to assess –

**The longer the assessment, the lower the score**

# What are the rules now ?

- The format of the pitch has less flexibility: mandatory content
- Slide deck will be mandatory / or video editing
- Must be recorded by the applicant : no synthetic voice, or voice actors
- Minimum time for the pitch – 4 to 6 minutes
- Use only the videos for assessment: if the information is missing, the score will take it into account.

# To record your pitch

- Use an online meeting software: Goto Meeting, Teams, Zoom...
- Switch on your camera
- Launch the recording with your slides in presentation mode
- If you don't have access to an online meeting software, you can use a messaging software like **Loom** (free download on [loom.com](https://loom.com)).

# The best format: slide deck with a video



# File size (see guide for applicant)

- The file size limit for the 5 minute video is 128 megabytes. Larger files will not be accepted.
- For the video uploads, we prefer the same format and settings as YouTube. These are:
  - MP4 video
  - SD resolution (480p)
  - H-264 codec for video, 800 kbit/s quality.
- If needed, convert your video ( VLC - <https://www.videolan.org/>. )



# THE CONTENT



# 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. Company profile, products and targeted market
2. Introduction of the management team
3. Selected technology building block and targeted use case
4. Definition of the product to be developed
5. Expected differentiation – competitive advantage
6. Business model – market size and expected growth for the company
7. Targeted Customers and go to market strategy
8. Expected level of demonstration at the end of the presentation – potential customer presentation.

# Content of the presentation

1. Company profile, products and targeted market

2. In

3. Se

**This slide is here to help you to gather the information**

4. De

**THIS IS NOT A TEMPLATE OR A FORM TO FILL**

5. Ex

**YOUR PITCH MUST TELL A STORY**

6. Bu

company

7. Ta

8. Expected level of demonstration at the end of the presentation –  
potential customer presentation.

# 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 ?

For Start-ups: introduction of the founding  
team

For SMEs: who are the people involved in the  
project.

Can be part of the company presentation or  
separate slide



# What is the problem – use case scenario

- What is the use case ?
- What is the problem ?
- Why is it important to solve this problem ?

We usually recommend to start here. It can be mentioned even before the company presentation.



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

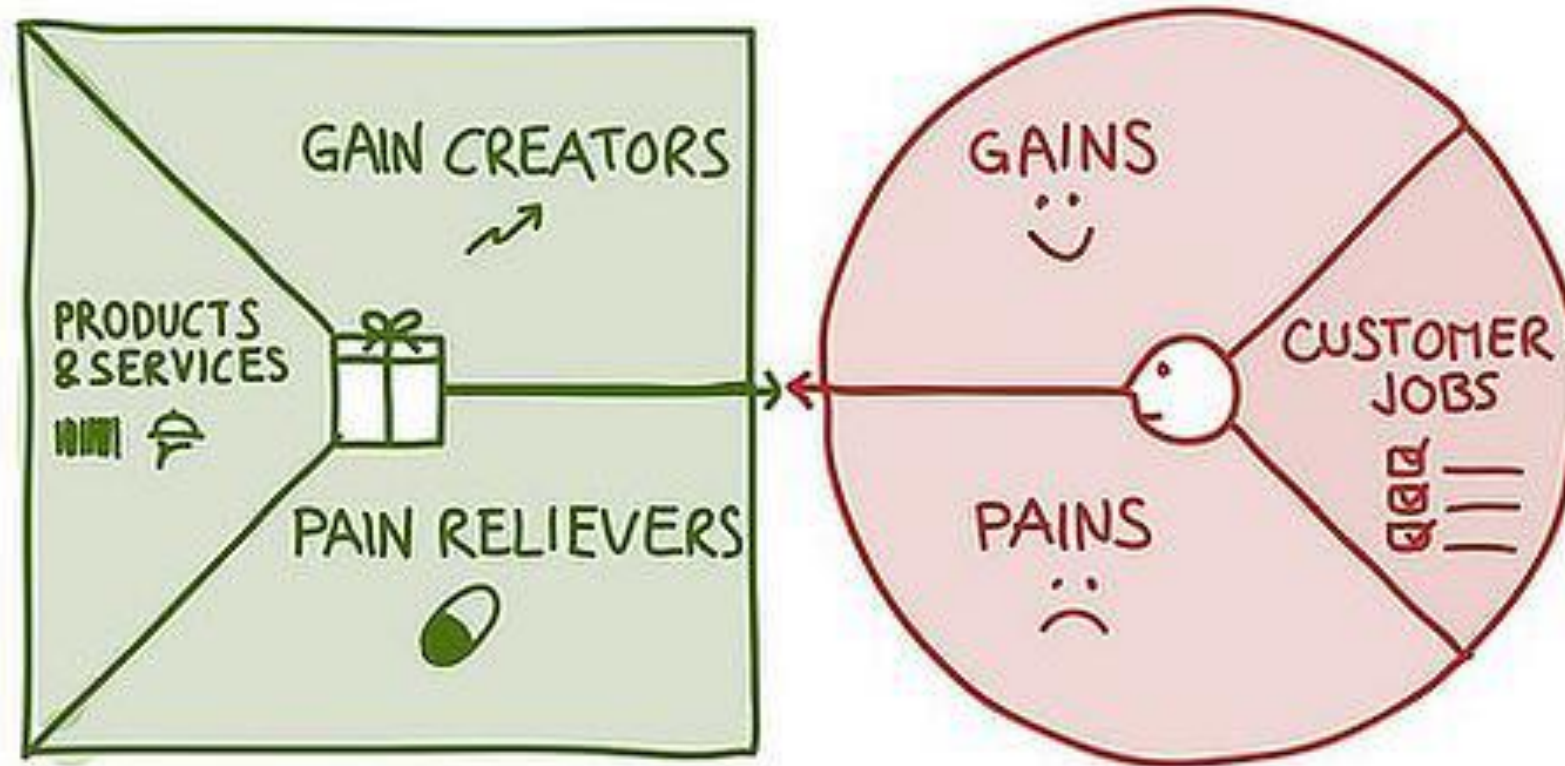
- Don't enter into the technical details, this is available from the application document.
- Explain how DigiFED contributes to the innovation of your product ?

Companies tend to spend too much time on this, make sure they only give facts. The technical evaluation is done by technical experts elsewhere.



# Unique Value Proposition

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



# Unique Value Proposition

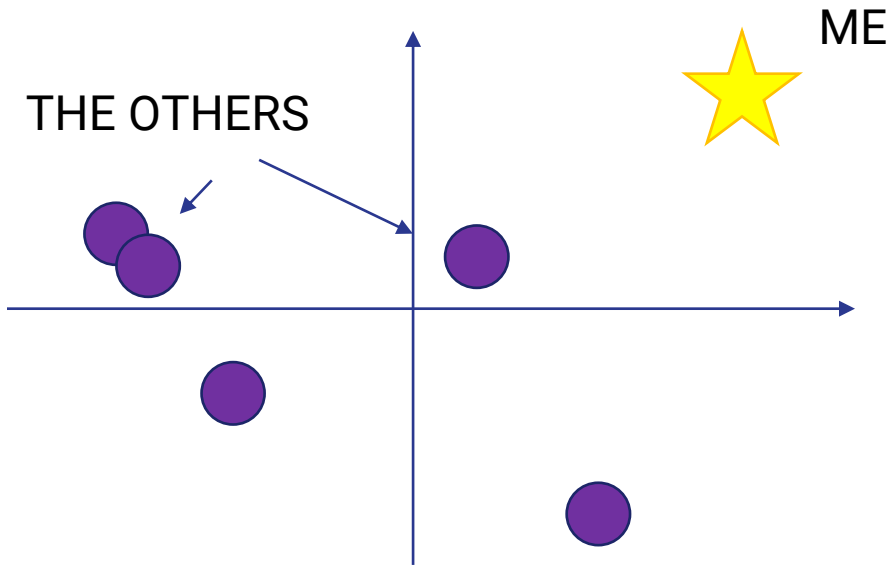
Increase the gain and reduce the pains... and is Unique






**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 ?

# To conclude... 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 ?

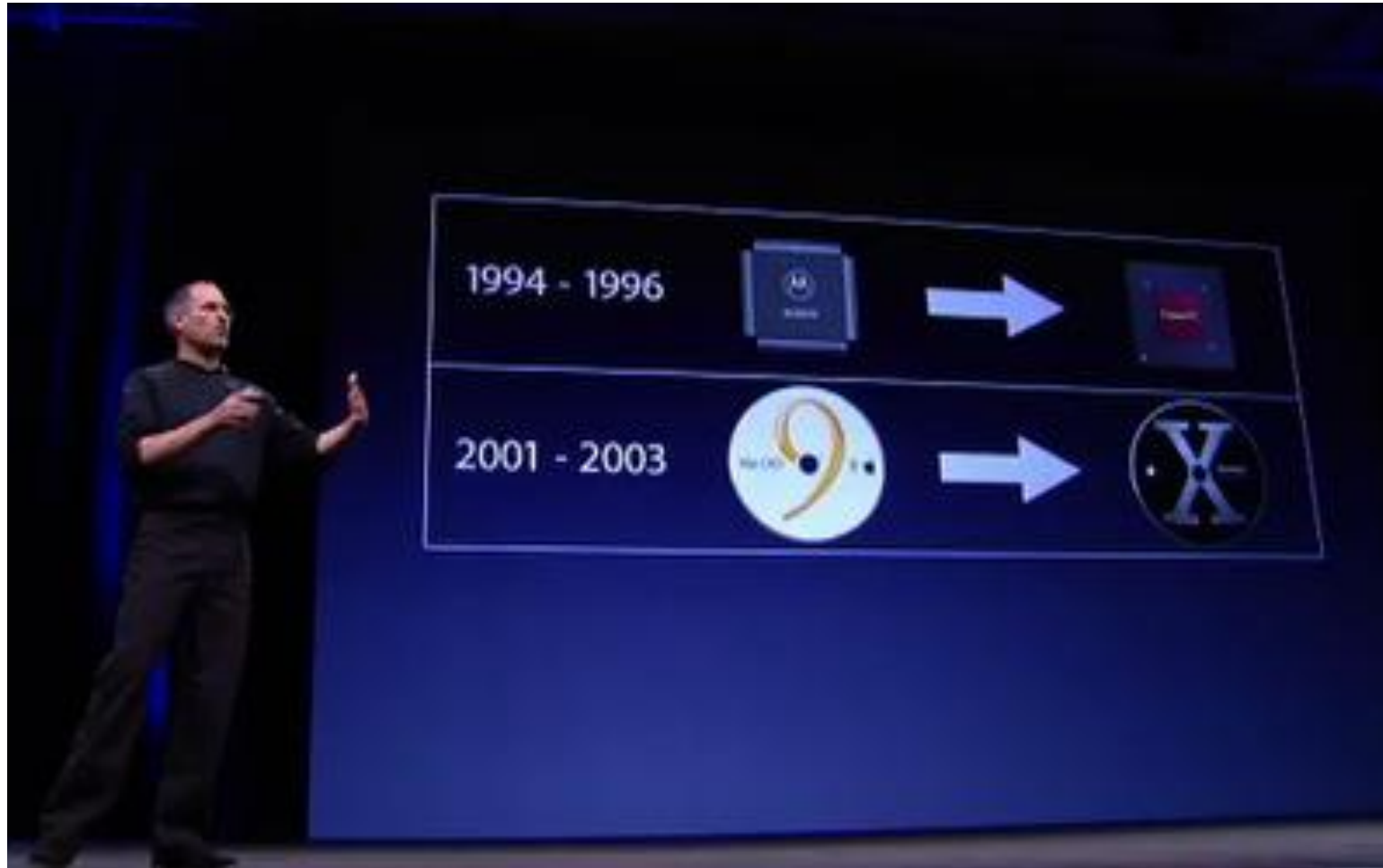


# THE STYLE



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# Slides – Steve Jobs





# Slides – Bill Gates



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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