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
WHY PITCHING?
Why pitching?

To share your vision
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
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 hec hisceré nec loqui permisssus occideretur…. bla bla bla
Overview

Breakdown of business scores

- $x < 3$: 26%
- $3 \leq x < 3.5$: 4%
- $3.5 \leq x < 4$: 14%
- $4 \leq x < 4.5$: 26%
- $x \geq 4.5$: 30%

Breakdown of proposals
Singles vs Twins

**Single**

- x < 3: 22%
- 3 ≤ x < 3.5: 37%
- 3.5 ≤ x < 4: 13%
- 4 ≤ x < 4.5: 24%
- ≥ 4.5: 4%

**Twins**

- x < 3: 17%
- 3 ≤ x < 3.5: 33%
- 3.5 ≤ x < 4: 17%
- 4 ≤ x < 4.5: 29%
- ≥ 4.5: 4%

1.12.2020
WHAT HAS CHANGED AND WHY
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).
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.
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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?
- 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?

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?

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.
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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?
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?
Slides – Steve Jobs
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.
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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