



# 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](mailto: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

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- Size
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- 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 ?



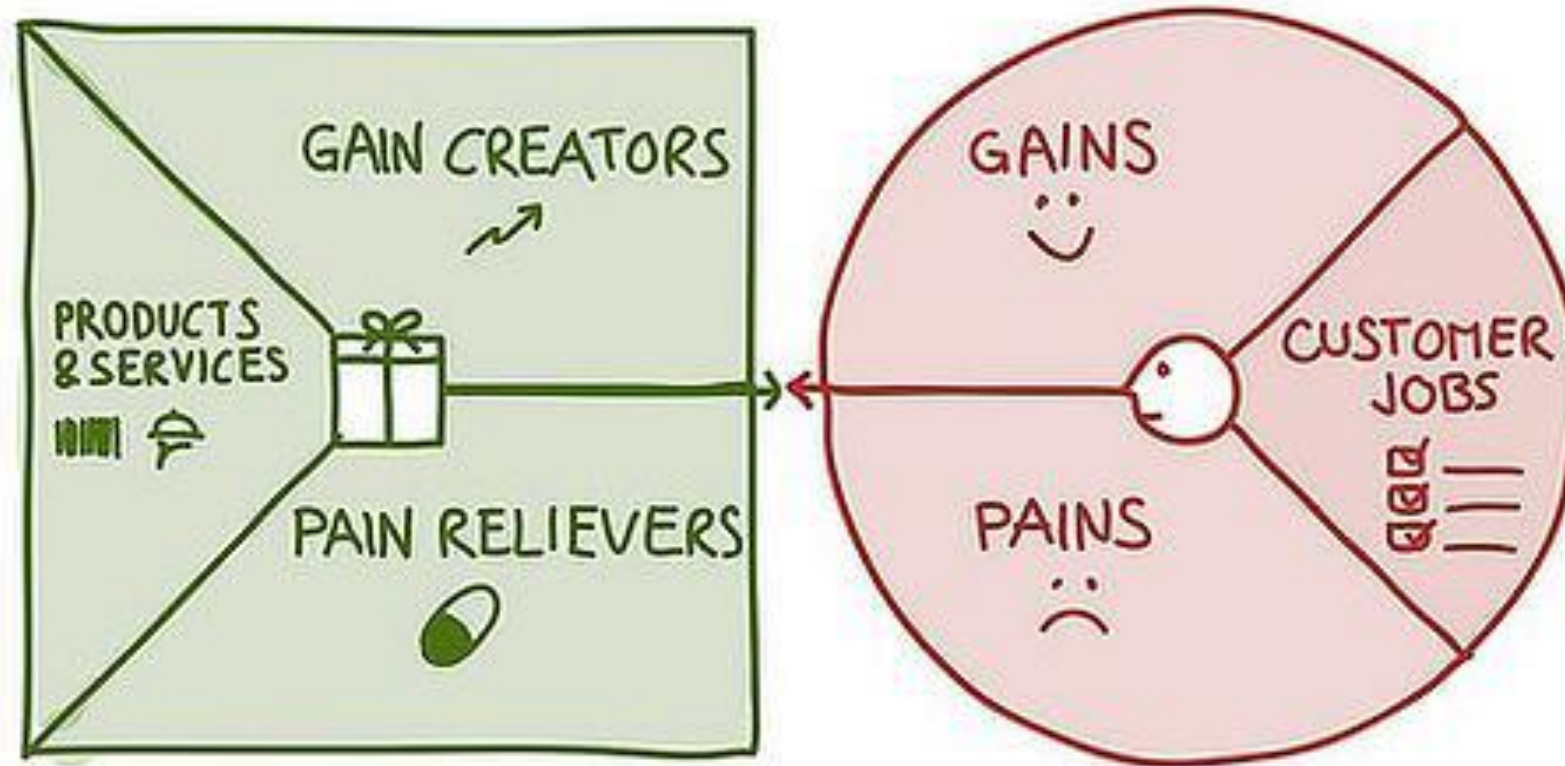


# **What is the solution you want to develop and what is the expected contribution of DigiFED in the solution**

- 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

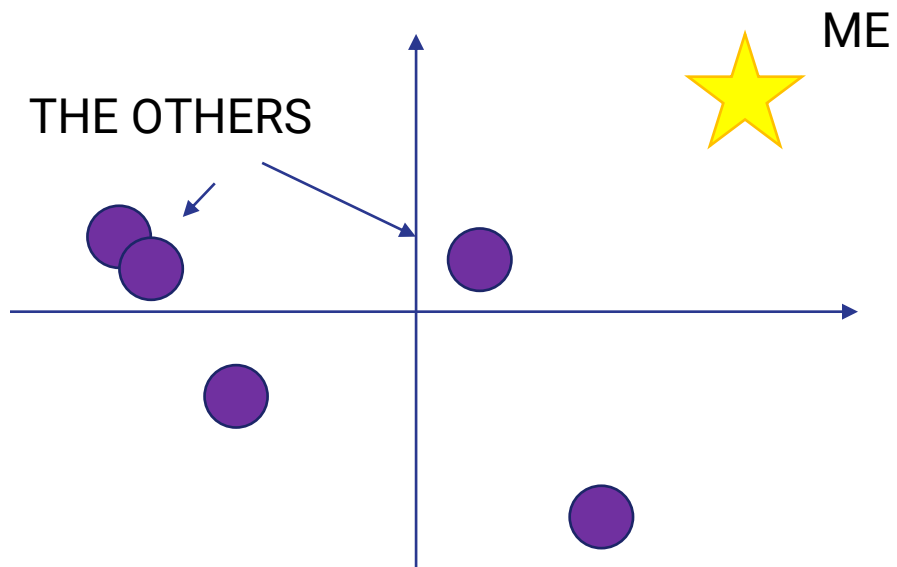
Increase the gain and reduce the pains... and is Unique

**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 ?



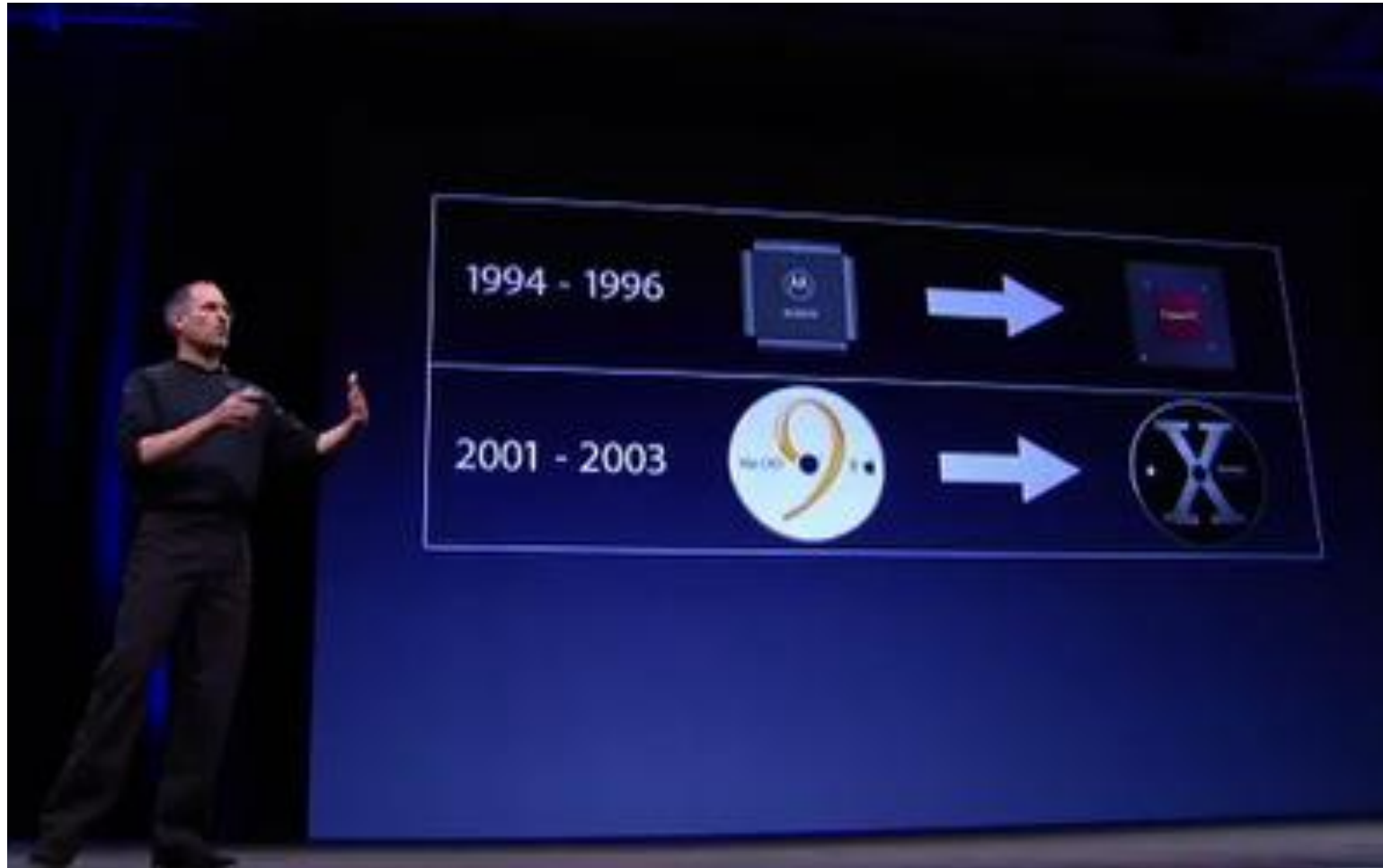
# THE STYLE



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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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