

# How to pitch: Preparing the pitch (Phase 2)

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## PITCHING:

to clearly and  
**convincingly** present  
your proposition in  
a **few minutes**



Penguin motivational speakers.



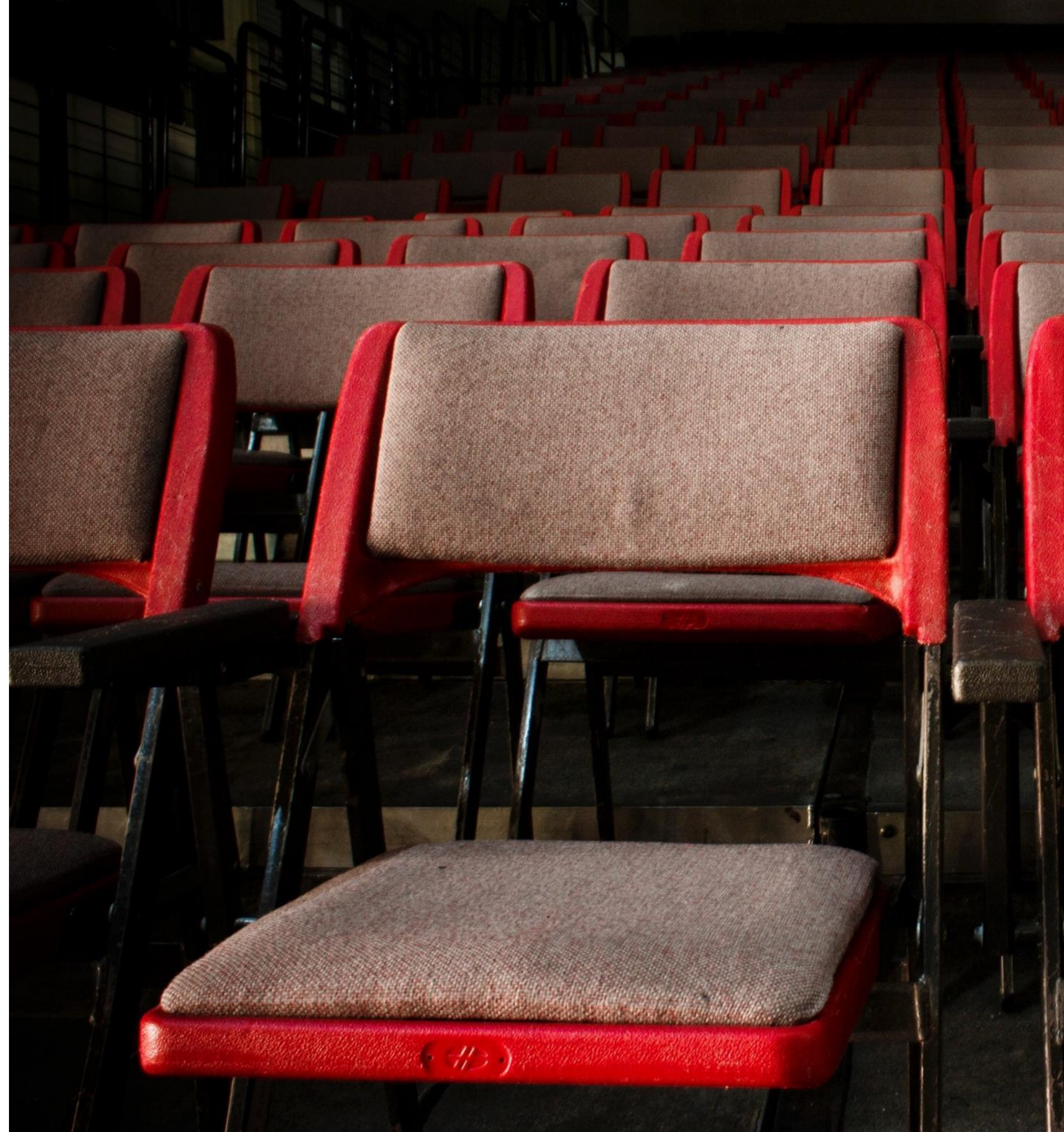
# Intro and Background





# The jury


- **Who** are they ?
- **Why** are they here?
- **What** do they look for (screening criteria)?
- **How** can you best “reach” them?





The pitch is very similar to an investors' pitch to private VCs... but with some peculiarities...

1. **Why** does the project **need public money** from the EU?
2. **Less pressure on fast ROI**, but where public money is concerned, the jury is looking for other elements
3. There is **no personal connection with the SME-I grant**, and the interview is only about the project, the ability to execute and growth strategy and company's future in 5-10 years



The uniqueness of the  
Phase 2 interview



## Questions so far ranged around...

1. Technical issues
2. Project implementation
3. Commercialization plan and market access/introduction
4. Company growth
5. Financial structure/financing
6. Team and commitment



## Be ready for hard questions, “the devil is the details”...

### WHAT ...

- › ...if you do not receive the SME Instrument grant?
- › ...is the decision-making process in your company?

### HOW...

- › ...do you stand out from competition?
- › ...would you like to globalize the technology?

### DO YOU...

- › See any other application areas for your technology? Why have you decided not to address them now?

### DOES...

- › ...the team have the capacity as a business creator?
- › ...the team have clear statistics/future technology development?

# Organizational Procedure (1/3)

- **Invitation** to the on-site pitch/interview is usually sent to applicants **1-2 weeks prior to the interview week**
- **Dates are known in advance** (usually a month and a half after the cut-off date)
- The SME will have to **submit** their **completed pitch deck** usually **within 48 hours** of receiving the invitation
- Once the pitch deck is sent, **NO CHANGES ARE POSSIBLE.**
- **Up to 3 SME representatives** per application are allowed to participate in the interview, **third parties are not accepted.**
- The interview language is **English**



## Organizational Procedure (2/3)

- Interviews take place in **Brussels** (EASME premises)
- In the waiting room, a list containing the names of the panel experts will be displayed
- As soon as you enter the interview room, the pitch will start
- **Your presentation will already be uploaded**
- A total of **30 minutes** is scheduled per proposal (**10 minute for the pitch presentation and 20 minutes for Q&As**. NO EXTENSION TO 10-minute pitch is possible.

# Organizational Procedure (3/3)

- **7 thematic panels** (proposals assigned to the panels based on the **keywords** in Part A of the proposal)
- Panel composed by a **minimum of 5 experts** (including one briefer)
- After the interview, experts come to a conclusion based on the proposal, the pitch and the clarifications and answers provided during the interview.



# 3 criteria to assess

## ✓ IMPLEMENTATION

Does the team have the capability and motivation to implement the innovation proposal and bring it to the market?

## ✓ IMPACT

Are the business model and commercialisation strategy well thought through? How sound are the financial planning and projections?

## ✓ EXCELLENCE

Does the innovation have the potential to create a new market or significant impact existing ones? Is the timing right for this innovation?



Writing the pitch-deck and your story

A **good pitch** is as important as the **innovation** proposed and always **bear in mind the audience**



# Jury wants

Passion

Perseverance

Benefits (Impact)


Ability to deliver

Ambitions





# Stick to the pitch-deck template recommended by EASME



What did we learn at the  
elementary school?



**A good “composition”  
(presentation) contains:**

**Introduction**



**Key content**



**Conclusions**

**And requires “preparation”**

# Key elements for engagement (1/3)

- ✓ Choose the most **outstanding detail/figure/fact** to begin with
- ✓ A good presentation should **not be too wordy**
- ✓ The presentation should be **simple, clear, concise and cohesive**
- ✓ Include only the **most important facts, numbers and diagrams** that “catch the eye”



# Key elements for engagement (2/3)

- ✓ Make **figures understandable**, do unit calculations and pricing
- ✓ Balance between **visual vs text**
- ✓ You can use a **video** to give the audience a feel of the product
- ✓ Prove that you are **able to raise money from other sources as well**
- ✓ Make sure the project is presented in a **cost-effective way**
- ✓ Show that you have had **interaction with your future customers**

# Key elements for engagement (3/3)

- ✓ Show **your project's EU contribution** and its **social and environmental impact**
- ✓ Balance between **tech and business**
- ✓ Explain the **market segmentation** and the **scalability** of your commercial strategy
- ✓ If there are **IP aspects** in the project, you should explain the scope and status





**Get  
prepared!**

# Preparing to present the pitch









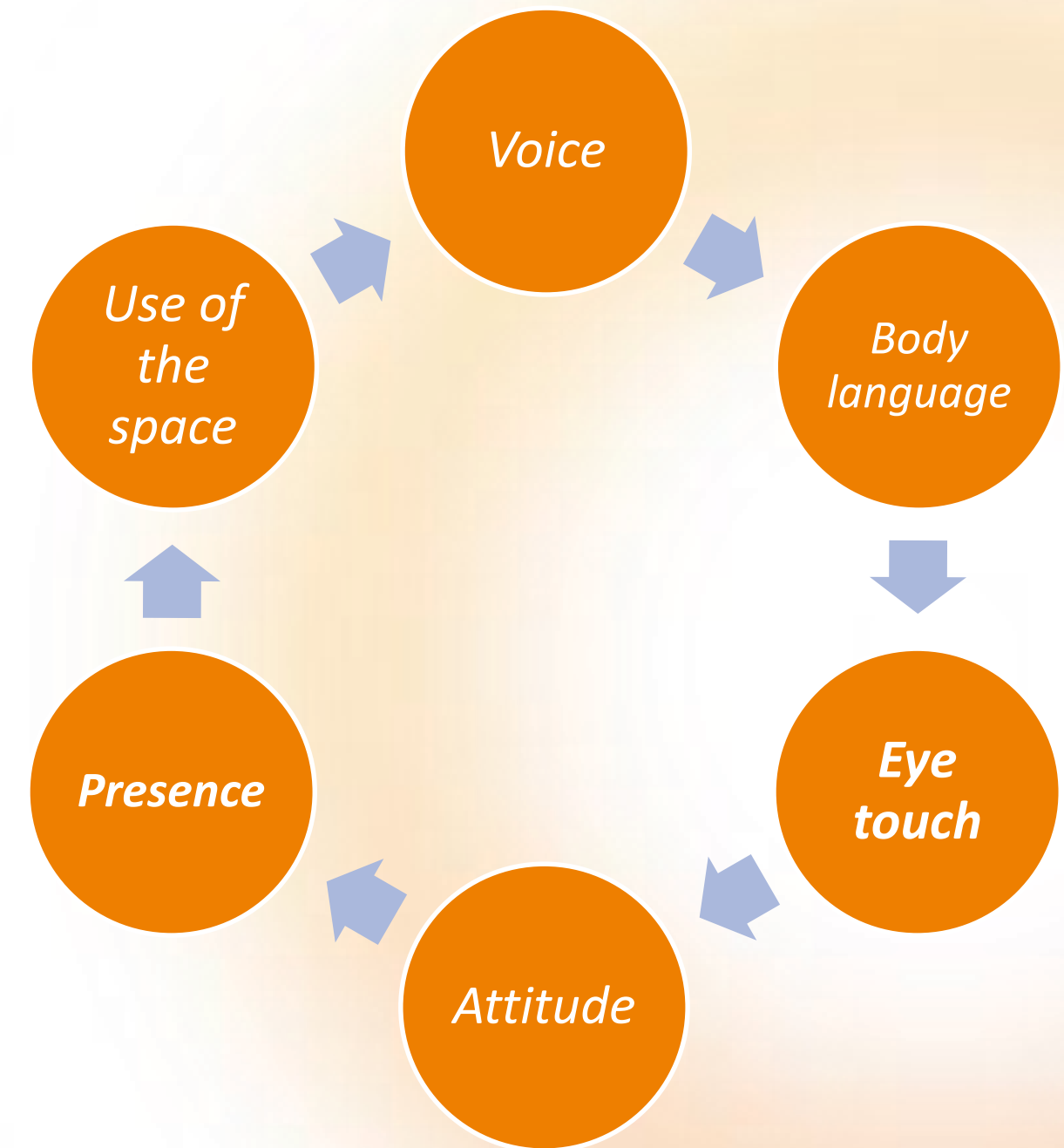
## During the Pitch

- Describe your own innovation in **simple words which are easy to understand for everyone**
- Pay attention to the **body language** and pay attention to the interaction between team members
- Pitching is not acting: **be yourself**



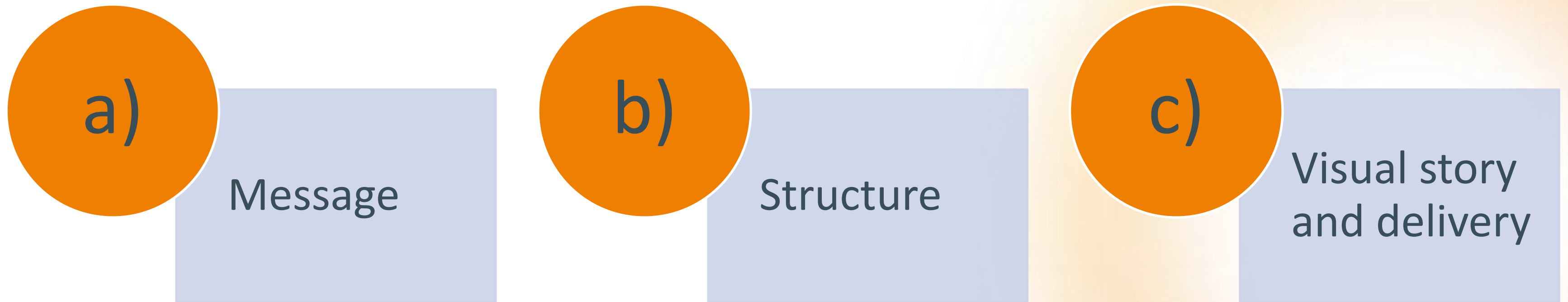
## Need to know

An effective communication is based on:





## A good pitch is made of...



# PITCH Structure

**10 minutes pitch, containing all is needed to:**

- Company purpose
- Problem & Solution
- Value Proposition
- Market Opportunity & Risks
- Competition
- Business Model
- Commercialisation & Marketing Strategy
- Financial Projections
- Team
- Conclusion



## Most recommended is a pitch team of 3 team members

- ✓ The jury will check **team cohesion, commitment** of all members and **management skills** of the CEO
- ✓ The team should prove that it has **capacity to execute** the project and **make it successful**, profitable business
- ✓ If the **team lacks skills**, you should have a **solution prepared**



Be ready to  
answer  
questions about  
issues that you  
did not include  
in your  
presentation

Even the best pitch cannot “save” you if  
you do not convince with your answers  
during the Q&A





- **Consistency** is crucial:
  - 1 font style
  - 1 animation style
  - 1 small and coherent set of colours
- Avoid **slow start** (first 30 seconds are crucial)
- **Don't rush it** — make time for face-to-face contact
- Make sure that you're not **holding your breath**,  
**use pauses**
- **Listen before you speak** — even if you don't agree
- **Respect time**

It is recommended to check  
**EASME's website and  
communication channels** for  
updated info

Meet the innovators

The company's perspective

**Don't miss!!**





**Practice!!!**

*“the more I practice,  
the luckier I get”  
(golf player)*





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# Background materials





## Example: Informal investors – Expectations and criteria

### Business Angels (informal investors and Spin-off corporate venturing)

- Atmosphere of **trust** between individuals and positive feeling, confidence (+)
- Possibility of **hands on** intervention
- Credible business plan in the eyes of the Business Angel
- Availability of exit route
- Return on investment (capital gain)



## Example: Early stage investors – Criteria

### Seed capital fund

- **Team (+)**
- Clear, defensible **Business model**
- Intellectual capital
- Growth potential (High)
- Availability of exit route
- Return on investment (capital gain)

## Example: Investors – Criteria

### Venture Capitalist

- A young, small venture, still needing money
- A well run-in team
- Fast growing markets
- Scalable products
- Client list & track record (+)
- Return on investment (capital gain)
- Minority shareholding position **Team** (+)



## Example: Later stage investors – Criteria

### Buy-out

- Consolidated companies with a well defined portfolio of clients and products
- **Assets (+)**
- Well known sectors
- ROI: 2-3X
- Control position
- Mainly debt capital