Pitch deck will be basis for the face-to-face interview

The pitch document is part of the proposal (Annex 5)

After submission for step 1 of the evaluation, the pitch document cannot be changed anymore

Applicants whose proposal has passed to step 2 are invited for face-to-face interview in Brussels:
- **10 min** for the presentation of your pitch
- **20 min** for Q&A (no pre-set questions)

What is evaluated during interview?

Excellence

- **The feasibility of the idea:** Does the innovation – through its degree of novelty or disruptiveness – have the potential to create a new market or significant impact in existing ones? Is the timing right for this innovation (i.e. feasibility, market readiness)?

What is evaluated during interview?

Impact

- **Commercial strategy:** are the business model and commercialization strategy well thought through? How sound are the financial planning and projections?

- **Potential to scale up and associated financial needs:** does the innovation have the potential to scale up the applicant’s company? Are the associated financial needs well assessed and realistic?
What is evaluated during interview?

Implementation

- **The team:** Does the team have the capability and motivation to implement the innovation proposal and bring it to the market?

- **Leveraging of investment:** Is the company facing major difficulties in leveraging sufficient investment from the market due to the risk profile or market-gap?

Pitch Deck Template by Executive Agency for SMEs (EASME)


we recommend using this template
Structure of Pitch Deck suggested by EASME

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

One slide for each heading
Technical Requirements of Pitch Deck

- Pitch deck is added to **Annex 5** of document 4 in the proposal
- Pitch deck is provided as a **separate PDF file**
- The size of the file should **not exceed 10 MB**
Recommendations for preparation of pitch deck

- Take **award criteria** into account and **address all of them** in your pitch appropriately
- While writing the proposal, **plan enough time to prepare** the pitch deck
- Be precise and to the point: you only have **10 minutes** to present
- Explain your technology/innovation/business in way that **everyone understands it immediately** (avoid technical language)
- Use visuals and **do not overload slides** with text
- Do not forget that **update of pitch deck** before interview date is **not possible**
Two Articles by Executive Agency for SMEs (EASME) about tips and tricks

Do you want to perfect your pitch? Answer these 3 questions

- What are you selling?
- What are your customers?
- Why should they pay for it?

How to take your pitch from good to amazing?

- If you're making money, you should mention it!
- Engage the audience!
- Use storytelling for really complicated products or markets!
- Prepare as much as you can for Q&A.
- Be clear, positive and credible. Always!
How can Euresearch help?

- **Pitch document check** as part of the proposal review (if received early enough and on appointment with NCP)
- **Interview training** (if invited to interview)
Contact us!

www.euresearch.ch

Other EIC Accelerator Pilot Training Sessions:
1 Introduction
2 Documents
3 Evaluation Process and Criteria
4 TRL
5 Summary
7 Financial Statement