



**Biofit**

FOSTERING  
INNOVATION  
& TRANSFER

# Start-up Slams

## Guidelines

# Pitch guidelines

## OBJECTIVES

- Provide the guidance you need to effectively **communicate your business idea**.
- Encourage you to **think through the aspects** of your business the same way VCs will be assessing it.
- Help you to **sell your idea** to the audience composed of investors, industrials, potential partners... in **5 minutes!**

Remember that you will be evaluated on **3 major sets of criteria**:

- The **impact** of the innovation
- The **implementation** capacity
- The **quality** of your pitch

*"A start-up is, at the core, an idea. And an idea is only as good as its communication."*

# DO

- Mind the **time**
- Prove that your **team** is the best one
- **Focus!**
- **Metrics** matter
- **Showing** is better than telling
- Convey a clear **differentiator**
- Set realistic **goals**
- Be **clear**, precise, and keep it **simple**
- Remember the audience hears your proposal for the **first time**



# DON'T

- Use **acronyms**
- Be too **technical**
- Add too much **details**
- Assume the audience immediately **understands** your innovation
- Oversell/Make **promises** you can't keep
- Hide **risks**
- Go over **time**



# The presentation

- 6 – 8 slides is ideal. Remember: less is more!
- Only PowerPoint presentations will be accepted (.ppt, .pptx)
- Include pictures and graphs: Showing is better than telling
- Make sure you convey ONE key take-away per slide

# Structure of the pitch

## 1. INTRODUCTION

- Define the innovation in one sentence.

## 2. TEAM

- Identify the core group of talents of the company.

## 3. OPPORTUNITY

- Establish the problem statement and unmet need.

## 4. SOLUTION / COMPETITION

- Demonstrate your solution and validate your differentiation.

## 5. BUSINESS MODEL

- Explain how you are going to implement your innovation and to make return on the investment.

## 6. THE ASK

- Outline what you need to make your business a success.

# INTRODUCTION / TEAM

## INTRODUCTION

Define the innovation in one sentence

- Concisely state your **core value proposition**, including targeted markets
- Tell which **unique benefit** you will provide to which customers
- What **need** will you address?

Key objective:

Everyone should know the basic idea and **value proposition** of your company.

## TEAM

Present the team

- Relevant **experience** / Key future **hires** / Panel of **advisors** (if applicable)

Key objective:

Show that there is a core group that believes in the company and can execute the next milestones.

# OPPORTUNITY

## Problem statement:

- Which **unmet need** does your innovation answer?
- Why does the **problem** persist?

## Market

- Identify the **market size**
- How does the market **change/grow** over time?

## Key objective:

Show the **issue** that your innovation solves.

$$\begin{array}{r} \text{(Clear) Problem} \\ + \\ \text{(Large) Market} \\ \hline = \text{(Great) Opportunity} \end{array}$$



# SOLUTION / COMPETITION

**Demonstrate your solution** – What are you offering to whom?

- Explain your **innovation** / IP (protection and valuation strategy)
- Explain how you will keep your **promise** (clinical studies, lab scales...)
- Explain your **target** profile

**Validate your differentiation** (Unique Selling Proposition)

- What is your **differentiator** or unique competitive advantage?
- Quantify key **benefits** your solution provides
- How and why is your solution **better**?

Key objective:

Help the audience **understand**:

- how you will solve the **problem**
- who you are **competing** with
- why your solution is **better** than others

# BUSINESS MODEL

## Explain your business model:

- Include **key financial metrics** such as revenue projections, gross margins, and profitability
  - Provide a **realistic timeline** for achieving financial **milestones**
  - Describe how your product or service will **reach** your clients
  - What **exit** will you provide your **investors**?
- 
- Highlight any strategic **partnerships** or collaborations that support your business model.
  - Explain how these partnerships contribute to your overall **success**.

## Key objective:

Explain how you are going to implement your innovation and get a positive **return on investment**.

# THE ASK

## Tell us:

- Your **valuation** expectations
- The **amount** you are looking to raise
- The **milestones** you will hit with the new capital

## Key objective:

Outline **what you need** to make your business a success.

Investors want to see that you're hitting **milestones** and that you're asking for the right amount of money: the amount should not be arbitrary, **explain by using numbers**.

## CONTACT DETAILS

First name

Family name

Organisation name

Email address

Phone number