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.

1 slide : 1 minute

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?

(Clear) **Problem**
\+
(Large) **Market**
=
(Great) **Opportunity**

Key objective:

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

1 slide : 1 minute

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

1 slide : 1 minute

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**.

1 slide : 1 minute

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**.

1 slide : 1 minute

CONTACT DETAILS

First name

Family name

Organisation name

Email address

Phone number