



**Biofit**

FOSTERING  
INNOVATION  
& TRANSFER

# Research & Licensing Partnerships Guidelines

# Pitch guidelines

## OBJECTIVES

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

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

- Asset **maturity**
- Degree of security of the **patent**
- **Roadmap** readability
- **Differentiation**
- **Market access** potential
- **Collaboration** capacity (receive financing/attract industrial partners)

# 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**
- Show that **IP assets** are those of the entity, beyond the team



# 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 talents involved

## 3. OPPORTUNITY

- Establish the problem statement and unmet need

## 4. SOLUTION

- Demonstrate how your solution will solve the issue

## 5. COMPETITION

- Identify the competitors and validate your competitive advantage

## 6. THE ASK

- Outline what you need to make the project 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 the project.

## TEAM

### Present the talents involved

- Relevant **experience** of key players

### Key objective:

Show that there is a core group working on the project.

# 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**

- What is your **differentiator** or 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

2 slides : 2 minutes

# THE ASK

## Tell us:

- State your development status
- Tell us what your next steps are and what type of alliance or investment you seek

## Key objective:

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

Potential partners want to see that you're hitting **milestones** and that you're asking for what is necessary to make the project successful.

## CONTACT DETAILS

First name

Family name

Organisation/Innovation name

Email address

Phone number