

bioeconomy ventures

Raising disruptive Bioeconomy Ventures, Startups and Spinoffs to the Top

Press release – Vienna Brokerage Event



Horizon 2020
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DIRECTIVE FOR YOUR PITCH!

Kindly send us your 6 min pitch deck in .ppt format and ensure that you cover at least the following points!

1. You and your team!

The pitch should inform who you, your organisation and your team is/are – **OBJECTIVE:** To show that your start-up has the necessary knowledge, skills and passion to make this business work!

2. The challenge to be addressed!

Describe clearly the problem(s) that your start-up intends to solve – **OBJECTIVE:** To show that your solution is in fact needed and relevant, and that there is an eventual or existing market for it.

3. The answer to the challenge!

Describe clearly (in “non-specialist” terms) your solution to the(se) problem(s), the current state of development of your solution and IPR that may already be in place – **OBJECTIVE:** To convince investors of the functionality and potential impact of your solution.

4. USP and competitors!

Describe your USP and competitors – **OBJECTIVE:** show what makes your solution unique or different and why a customer should choose your solution over others.

5. Customers!

Define more accurately, within the market described above, the customer segment targeted by your solution and how you will reach them – **OBJECTIVE:** evidence that you have thought about a marketing and communications route.

6. Business model

Describe your intended business model, or how you intend to make money from exploiting the solution eventually (e.g. direct sales, leasing, franchising, servitisation, consulting) - **OBJECTIVE:** show that there is a clear and sustainable pathway to making revenues.

7. Finances!

Describe your financial situation and outlook, including traction so far (previous investment, accelerator programs, public funding etc.), what resources will be used for, realistic sales projections and cost structures - **OBJECTIVE:** To show that you understand your cost structures, financial requirements and possibility for success.



8. Your Offer!

Explain your offer to investors or corporations, including what you need (equity investment, loans, access to networks, specialist knowledge) and what they can expect in return (shareholding, ROI, payback with interest etc.) **OBJECTIVE:** show that you are willing to deal upfront with possible investors and that they would be missing out by not getting involved!

9. Your story!

In all of the above, it is imperative that the “story behind your solution”, (e.g. environmental, ethical or social drivers) comes out clearly. It is also important to keep things uncomplicated in both the storyline and digital presentation (own the .ppt, don't let it own you!). Other than that, keep it factual, yet emotional, and wherever possible, use visuals over words.