

Pitching for EIC Accelerator

Nikolaos FLORATOS
TH2020II Training Coordinator

Who is Nikolaos Floratos

- **Founder** of Funding Expert Academy (www.fundingexpert.academy) with programmes that master individuals in EU funding programmes and advance successful **proposal developers** across Europe
- **Active** in european funding industry since 1997 (**24+ years**)
- **EC expert/evaluator** since 2003 (**18+ years**)
- **Trained and coached hundreds** of organisations and thousands of professionals on exploiting successfully EU funds and advancing their sustainability
- Globally **recognised** as one of the **most influential** and **inspiring speakers** (also speaker at United Nations Headquarters in New York) and **trainers** in European research with hundreds of speeches and trainings in 30+ countries including overseas
- Member of EBAN – European Business Angel Network
- **2000+** linkedin recommendations and endorsements as R&I Coach and trainer at <https://www.linkedin.com/in/floratos/>
- Organiser and host of the Horizon Europe virtual summit (www.horizoneuropesummit.eu/) with training sessions by 35 top experts in Horizon Europe topics
- **Multidisciplinary** educational background with **four university** degrees (B.Eng, BA, M.Sc, MBA)
- Passionate with training and evangelist of “**Anyone** can achieve **anything** with the proper training & coaching”
- **Phd** in student **engagement** and **online courses**
- **Master in decomposing complex concepts** into easily to understand and apply step-by-step recipes



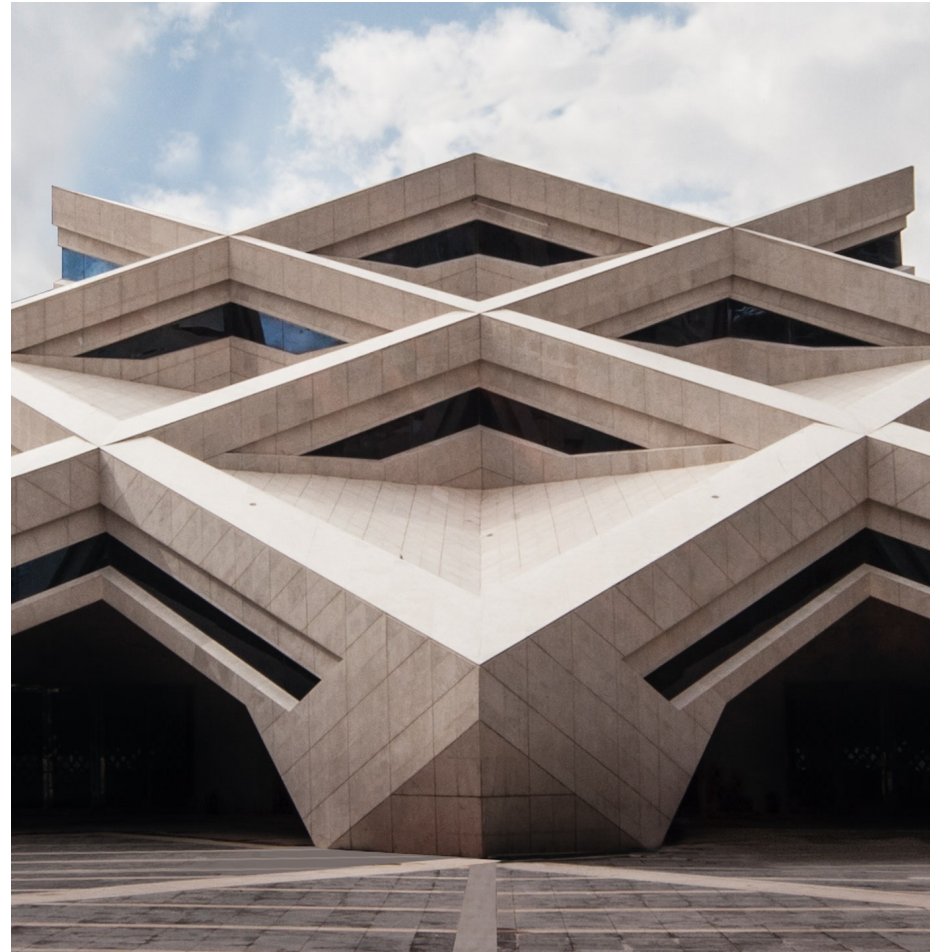
Session Structure

- **Module 1: Pitching slide Deck**

- How to prepare your Pitching slide deck content

- **Module 2: Pitching Video**

- How to prepare your pitching video
- Who and how to look in a pitching video



Module 1

Pitching Slide Deck

Pitching Slide Deck Content

Every slide should support any of the slide deck primary objectives, i.e. the FOUR WHYs

- Why society or industry needs your solution? – WHY THIS?
- Why is this possible or urgent now? WHY NOW?
- Why are you the most suitable as a team for making this possible? WHY YOU?
- Why are you disrupting the targeted market? WHY NOT OTHER?

10 Top Tips from NCPs

1. Use powerful, clear and short sentences. As this pitch is not going to be presented ensure the whole sentences included make sense in their own when read.
2. Extract a key message per slide and use it as headline.
3. Use graphics, diagrams, tables, pictures to better explain the contents, complementing the information you provided in the short proposal. When using graphical data, ensure that the units and the figures are fully readable. When using pictures ensure they are high quality.
4. Show your technology working in a relevant environment to support your stated TRL.
5. Show your team including pictures & competences in the slides and make sure that it is consistent with the people that are shown in the video.
6. Include information from your website, social media and other relevant channels where the evaluators can eventually see your progress.
7. Use the official logo and the corporate design of your company to show that you are professional.
8. Avoid inconsistent information between the pitch deck and the short proposal
9. Do not duplicate information and contents in the pitch deck.
10. Make sure your pitch deck is tailored to the EIC Accelerator short proposal.

Preliminary Pitching Slide Deck Contents

- Slide 1: Innovation name, its challenge and Purpose (WHY THIS)
- Slide 2: Problems (WHY THIS/WHY NOW)
- Slide 3: Solution (WHY THIS)
- Slide 4: Target market and their impact/benefits (WHY THIS)
- Slide 5: Solution Roadmap (WHY NOW)
- Slide 6: Competitors (WHY YOU/WHY NOT OTHERS)
- Slide 7: Expected Growth/Business Model (WHY THIS/WHY NOT OTHERS)
- Slide 8: Team (WHY YOU)
- Slide 9: Achievements to date (WHY YOU/WHY NOW)
- Slide 10: Company's vision (WHY YOU/WHY NOT OTHERS)

Don'ts and Do's in your Pitching Slide Deck by Evaluators

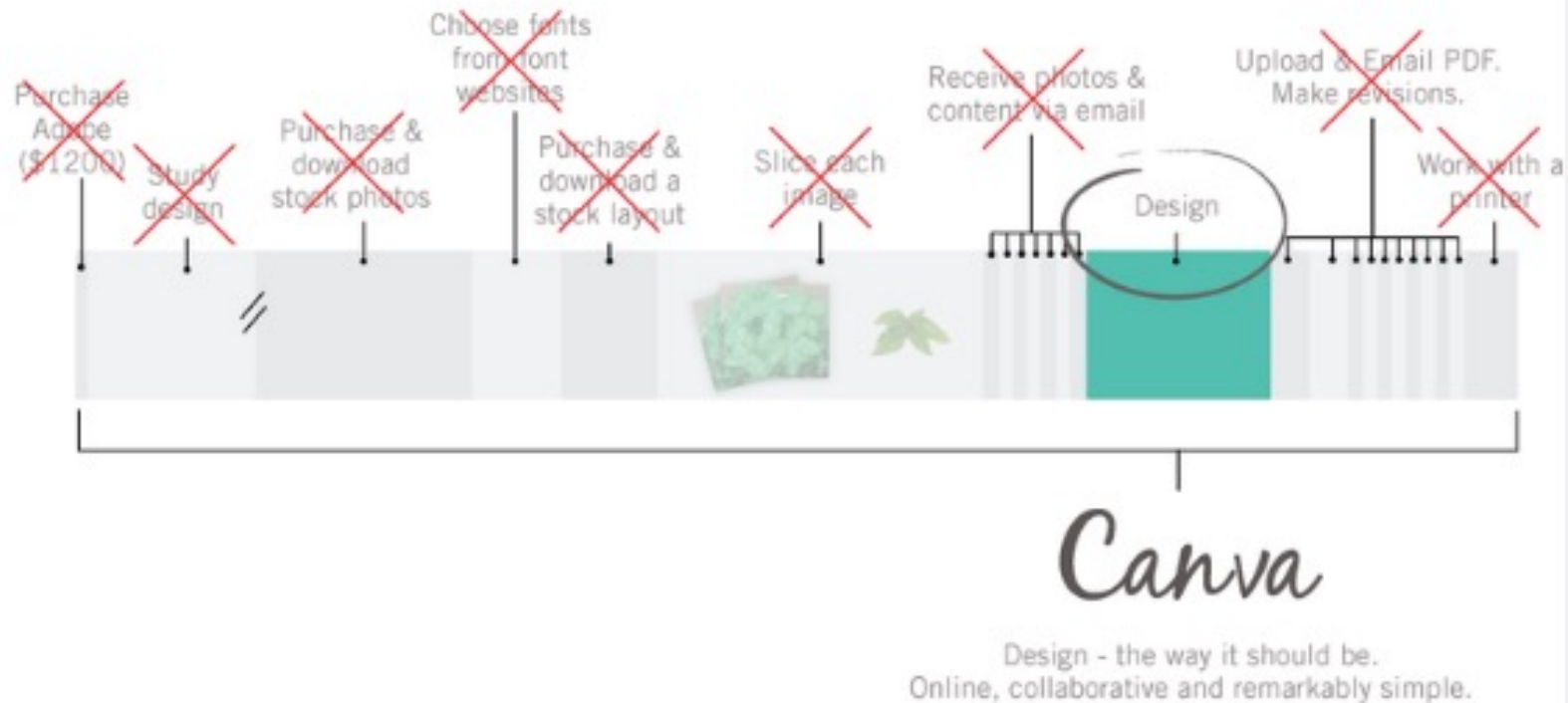
DONT's	DO's
Create a text-rich, picture/visual poor presentation	Use pictures and illustrations
Overload the slide with information	Aim for simplicity and clarity. Convey a single thought or idea per slide and/or use quotes that support your key message
Overdo it with your logo	Place your logo only on the first and the last slide so that to minimize any visual distractions
Overdo it with your slides	Every slide should support your primary objectives, i.e. <ul style="list-style-type: none">• WHY THIS?, WHY NOW? WHY YOU? Or WHY NOT OTHER?

Slide 1: Innovation name, its challenge and Purpose (WHY THIS)

- Company name and Logo
- Solution name
- Describe the key challenge and mission of the Solution

Slide 1 example: Innovation name, its challenge and Purpose

WE BELIEVE...



Slide 2: Problems (WHY THIS/WHY NOW)

- Describe the problem(s) to be solved and the needs of the key target group(s)/the customer
- Try to quantify the problem(s), e.g. by stating costs
- Describe how the innovation helps to solve the problem(s)
- Insert numbers of market needs related to the problem(s) to be solved

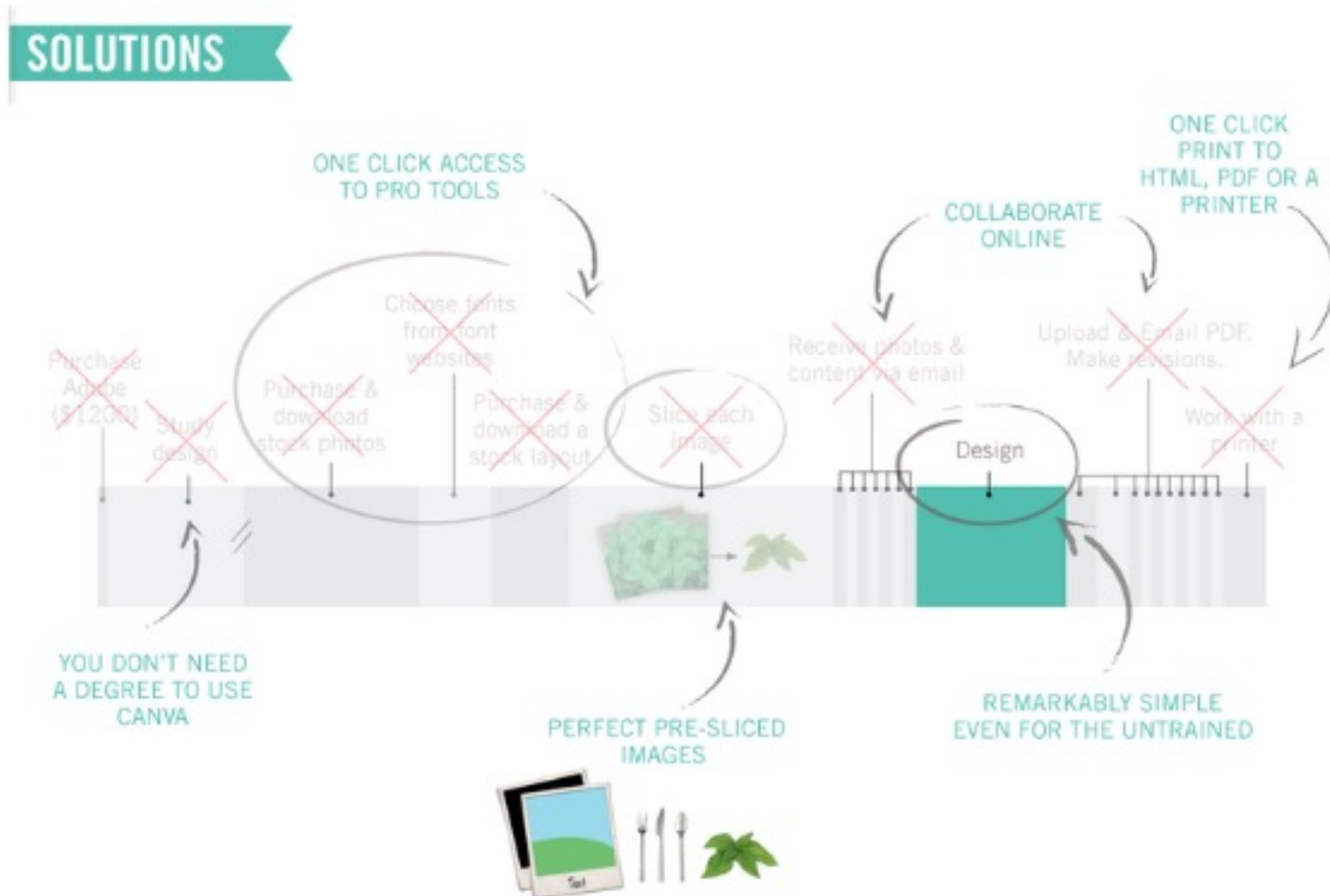
Slide 2: Problems Example (WHY THIS/WHY NOW)

	DESKTOP EXPERIENCE	CLOUD EXPERIENCE
DEVICE	Desktop	Web, tablet & mobile
USERS	Solitary	Collaborative
PAYMENT	Pay for Software	Micropayments for content
DESIGN ELEMENTS	Seperate	Integrated
ATOM	Pixels	Objects
TRAINING	Months/Years	Minutes
MARKET	Professional	Consumer & Professional

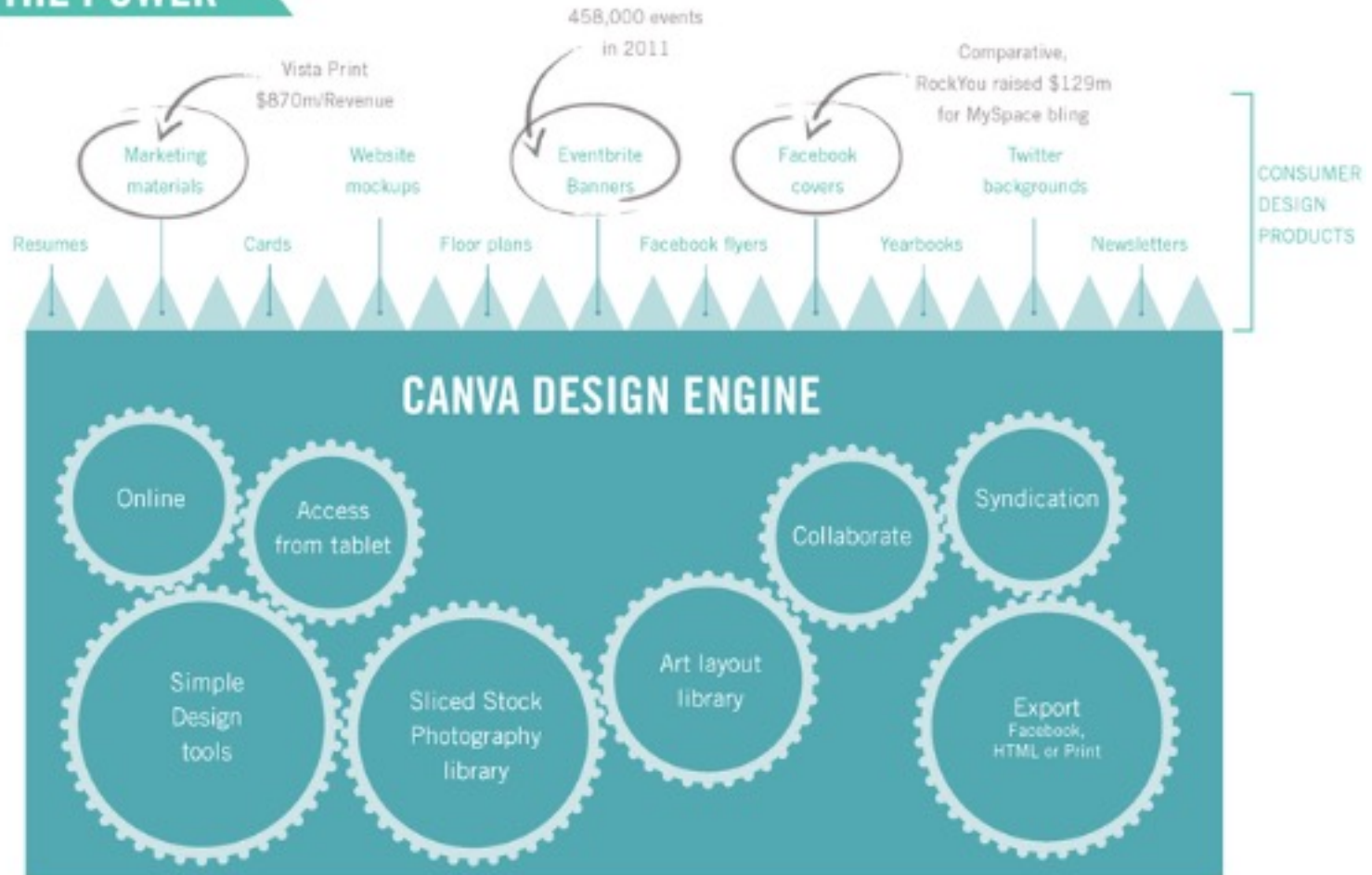
Slide 3: Solution (WHY THIS)

- Describe your solution including, if possible, images of the prototype (if any) or show the most promising data about the innovative project
- Demonstrate that the solution is real and is working in a relevant environment (TRL 5/6)
- Describe what you have done till now to reach this level of development
- Describe the key technological dimensions of your innovation, including, when relevant, key IP assets and your IP strategy.

Slide 3: Solution Example



THE POWER

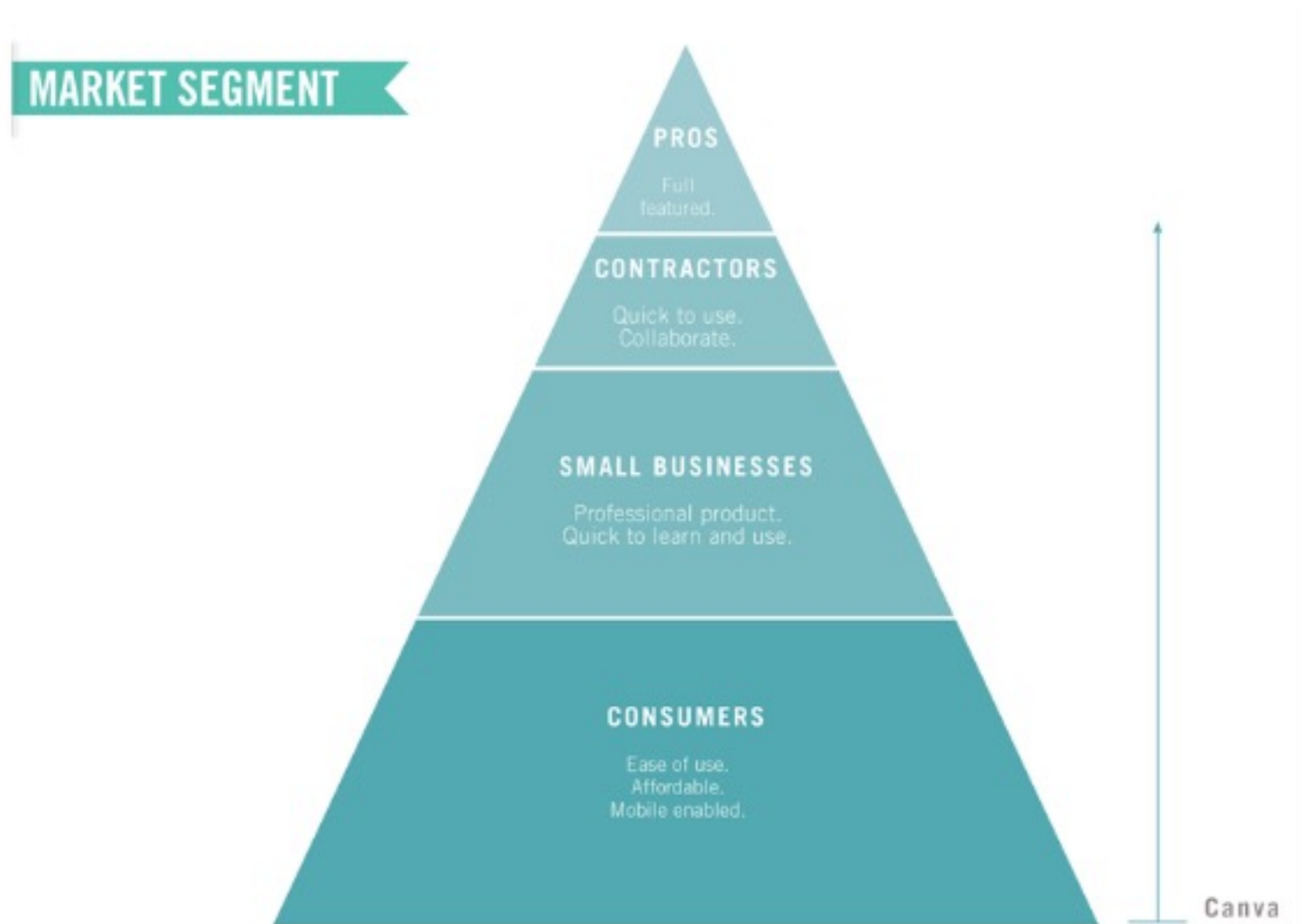


Slide 4: Target Market and their Impact/benefits(WHY THIS)

- Market opportunity: describe the addressable target market, the size and the segmentation. Start with the outlook of the market showing graphically what is written in the application form. Insert links to data sources.
- Mention benefits expected per target market

Slide 4: Target Market and their Impact/benefits

Example



Slide 5: Solution Roadmap (WHY NOW)

- Insert the financial projections for the scale-up phase.
- Explain the need of the EIC Accelerator, how much budget you are going to ask and why it is important for the company to be supported by this scheme now.
- Insert a table or a graph with next steps to be achieved by the company to reach the market including information about Technology Readiness Level and Business Readiness Level.
- Specify which part of the innovation development and commercial deployment will be covered by the EIC grant and what by the investment component (if any). Be aware that your real budget is required during the full proposal. In this step, only rough info is needed on this.

Slide 5: Solution Roadmap Example

THE GRANT

COMMERCIALISATION AUSTRALIA

www.commercialisationaustralia.gov.au

Early Stage Commercialisation

Eligibility

- Australian company
- Less than \$50 million annual turnover
- Development, market validation, compliance with industry standards, and early sales.

Funding

- Funding Amount - \$50,000 to \$2 million is available for participants
- Participant funds 50% of the costs (ie. \$2 million grant, \$2 million from participant)
- Max. project length = 24 months
- No repayment or equity taken

What activities are funded?

- Development
- Market validation
- Compliance with industry standards
- Early sales.

Merit criteria

Need for funding, Market opportunity, Value proposition, Execution plan, Management Capability, National Benefits

FUNDING

MILESTONES BEFORE SERIES A

(1) Develop the Canva platform

Including Canva Editor, global network of printers, payment module, background, stock photography and layout modules and receipts.

(2) 1 million images/art pieces

Layout library, stock photography library, background library, features, fonts and global print community.

(3) Launch

Web and Tablet for iOS and Android.

(4) 3 million users

Serious traction in the consumer and small business market.

FUNDING AND TERMS

\$1.5 million convertible debt
15% discount
\$8M valuation cap

Slide 6: Competitors (WHY YOU/WHY NOT OTHERS)

- Describe your unique selling point: what you do well and what customers want (needs).
- Describe the competitive advantage in terms of commercial and technical point of view.
- Compare yourself with your key competitors according to such unique selling points: (Ideally no more than 5 competitors). Insert link to data sources if needed.

Slide 6: Competitors Example

PROBLEM: DESIGN TOOLS ONLY ACCESSIBLE TO PROS

Creating a professional design is a complex process. There are a plethora of websites and programs that must be learned and used. This complex process is often above the skills of an amateur designer and they are left with limited options, such as (1) outsource to a designer, which is expensive, (2) use Vista Print, Microsoft Word or Publisher, which creates an unprofessional product.



Stock Photography
istockphoto.com



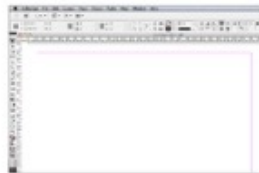
Stock Layouts
graphicriver.net



Fonts
dafont.com



Adobe Photoshop
To cut the photos out



Adobe InDesign
To layout the pages



Print Companies
snapprint.com

SOLUTION: CANVA, COMMUNITIES UNITE

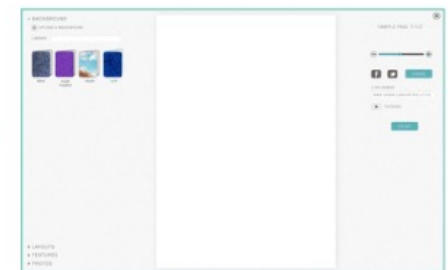
CANVA is an aggregate of all the tools and companies required to produce a professional design.

DESIGNERS Supply layouts which can be purchased and edited using CANVA.

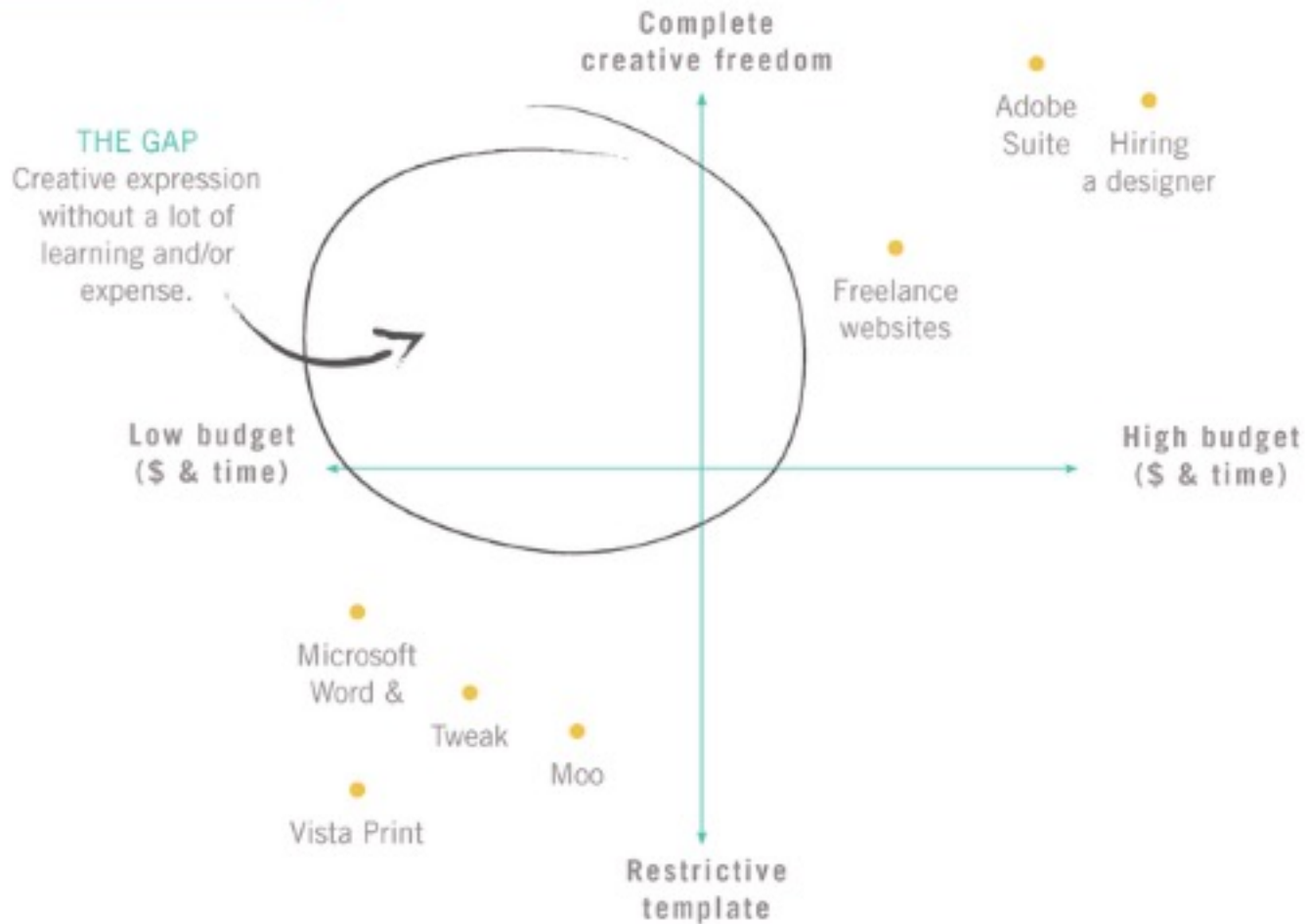
PHOTOGRAPHERS Supply stock photography which can be dragged directly into the clients design.

PRINT COMPANIES Become CANVA Certified and receive work through CANVA in perfect print ready format.

AGENCIES Share their work with clients and colleagues in CANVA format, which enables clients to make edits.



GAP IN THE MARKET



Slide 7: Expected Growth/Business Model

- Include the key elements of your business model.
- Indicate the market approach and revenue streams (B2B, B2C, SaaS etc.)
- Specify if you are going to sell or license your product/service
- Specify your unit economics
- Include figures related to the revenues to justify the EIC support.
- Provide an outlook for financial years and indicate key numbers (e.g. breakeven) (the suggestion at this stage is to provide an overview of 2 or 3 years financial forecast).

Slide 7: Expected Growth/Business Model

MICROPAYMENTS

Micropayments for content.



Slide 8: Team (WHY YOU)

- Describe your company and the team (Pay attention to the gender dimension if possible)
- Describe the team using photos, and include her/his role (Founders, CEO, CFO, CTO...) and the expertise they bring to the project.
- If it will be necessary to expand the team by enriching it with missing skills, list the key persons/needed expertise to be hired.
- If you have a company website, include the link and keep it updated, include links to public presentations of the company and/or product.
- Describe your company Cap Table showing if you have some investors on board.

Slide 8: Team (WHY YOU) Example

CANVA TEAM



MELANIE PERKINS
FOUNDER & CEO

CEO of Fusion Books-
successfully turned her
vision into a profitable
company at 19. Taught
design at University.



CLIFF OBRECHT
FOUNDER & COO

Founder and COO of
Fusion Books. Built and
ran profitable sales and
marketing teams.



CAMERON ADAMS
FOUNDER & CPO

Founder and product
designer at Canva [http://
canva.com](http://canva.com). Previously on
Fluent <http://fluent.io> &
designer at Google (Wave).
Speaker, Author.



OLIVIER BIERLAIRE
LEAD DEVELOPER

CTO at Fusion Books.
Senior Developer at Orange
and Amadeus. Talented Java
developer with a unique flair
for design.



LEE TORRENS
STOCK PHOTO GURU

Stock photography blogger @
www.microstockdiaries.com
author of *Microstock Agency
Research Report* and organize
Microstock Expo.



LARS RASMUSSEN
ADVISOR & INVESTOR

Director of Engineering at
Facebook.
Founded Google Maps
and Google Wave. Deep
understanding of Canva's
cutting edge technology.



DAVE BAGSHAW
ADVISOR & INVESTOR

Former CEO of Shutterfly,
VP Marketing at Silicon
Graphics, SVP at @Home
Networks/Excite@Home.
MBA and MS Mechanical
Engineering at Stanford
University.

Canva

Slide 9: Achievements to date (WHY YOU/WHY NOW)

Examples

- Any funding and external investment engaged
- A top-notch multidisciplinary team
- Any existing products incl. sales in numbers and/or countries
- Regulatory approvals (e.g. CE, FDA, ISO...)
- IPs granted or submitted, trademarks
- Recognition such as Prizes and awards

Slide 9: Achievements to date Example



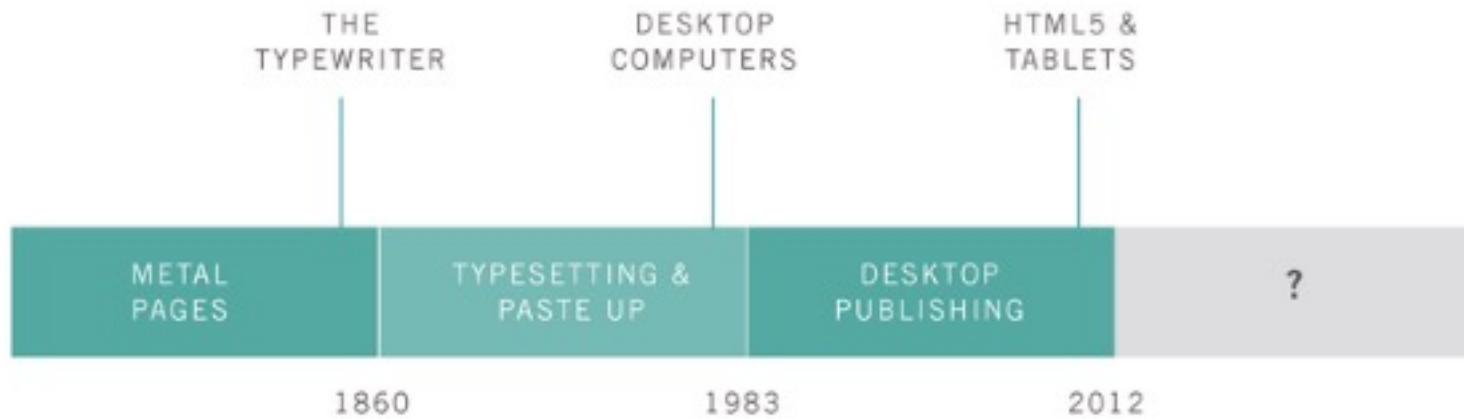
Slide 10: Company's vision (WHY YOU/WHY NOT OTHERS)

- Summarize the most important information and reiterate why you are the right team for this project (multidisciplinary expertise of the team, IP assets, onboard investors etc.).
- No more than 3 takeaway messages
- Prompt them to join you (See video seed)

Slide 10: Company's vision Example

PUBLISHING ERAS

Change of leaders in publishing
due to external innovation.



Canva

THE NEXT GENERATION OF PUBLISHING

Module 2

Pitching Video

**STEP 1: BUILD YOUR VIDEO BASED ON KEY
MESSAGES THAT ARE INSPIRING, IMPRESSIVE
AND REALISTIC**

What matters when someone presents (incl. in a video)

Albert Mehrabian from UCLA, your message is communicated at

- 7% via the words you use (Verbals)
- 38% via the sound of your Voice (Voice)
- 55% via your body language (Visual)

1. VICTORIOUS opening

Own the Room in **one minute** with your victorious opening pitch

- When the video starts playing and begin speaking after 3 secs
 - Have a great opening with a struggle related to your innovation
 - Introduce yourself and position as **I am ...** and NOT My name is ...
 - **Link** it with your company (Its name and its innovation and its benefits and state who your target customer/user is and
 - Mention some **key achievements** (any prizes, high rankings, growth rate, any external funding, etc)
 - Finally, state how you will be making **money** and why you need x amount of funding and investment and how much you expect the investors will make
- *Sadly, in the next 30 minutes during our session, 40 people that are alive will be dead due to liver cancer.*
 - *I am Nikolaos Floratos, the founder of Key Innovations Ltd who has developed a 3-D scanner for detecting liver cancer. We are as accurate as a biopsy but we detect cancer at much earlier stage and consequently we are decreasing by 50% its death-rate and 80% the treatment costs.*
 - *We have received a prize as the best startup of 2023 in EU by EUREKA European Programme or we have been number one in google store in 22 countries for the past three months or in 3 months we grew from a 50 square meter office to a 1200 square meter building or we have received funding from ...*
 - *We will be making revenues by selling out 3-D scanner to [customers, e.g. Health Centers and hospitals]. We need x amount of funding for completing the solution and y amount of external investment for deploying initially our innovation in UK, France and Germany and we expect investors to make y amount of money in three years.*

2. Engaging techniques

- Apply VPS model
- Use metaphors/analogies
- Ask questions with no expected answer (rhretorical ones)
- Present in threes, e.g. highlight/summarise three key points that you want your audience to take home, break your video presentation in three parts, break paragraphs into three sentences and make three points. Three has been used to convey memorable concepts, ideas, names, and brands. E.g.. Literature: The three musketeers, the three little pigs, Aladdin and his three wishes; Cinema: the good, the bad, and the ugly; trilogies; Slogans: Yes, we can; Just do it; veni, vidi, vici; Sports: gold, silver and bronze metals; Companies: IBM, CNN, BBP, UPS ...
- Use simple, clear language and avoid jargon and acronyms
- Use inclusive language for removing distance and barriers, e.g. So as we can see from this video instead of so as you can see from this video
- Use powerful words that show confidence, e.g. "we are confident.." or "it's clear that we will achieve profitability by .." rather than "we hope..." or "We believe

Bond with the investors with a short story based on the 7 S and a great close (seed)

- Stars
- Scenes
- Script/Successions
- Struggle
- Solution
- Summits
- Seed

Always close your presentation with a seed

- The best closing is the one that is inspiring, visionary, motivating, memorable and most importantly something that will start growing inside your audience right after your video
- The best closings are based on the following simple template:
 - *Let's work together to [your mission or vision statement as a company]*

Examples of great closings based on missions/visions of existing companies

- *Let's work together to **make transportation as reliable as running water, everywhere to everyone** [Uber]*
- *Let's work together to **make people belong anywhere** [Airbnb]*
- *Let's work together to **help people discover things they love and inspire them to go do those things in real life** [Pinterest]*
- *Let's work together to **create a world where people work to make a life, not just a living** [WeWork]*
- *Let's work together to **make actionable information accessible to everyone at the time it matters** [Theranos]*
- *Let's work together to **make commerce easy** [Square]*
- *Let's work together to **develop therapies that cure and significantly improve survival for cancer patients** [Stemcentrix]*
- *Let's work together to **make it as easy as humanly possible for businesses to manage and care for their employees** [Zenefits]*
- *Let's work together to **reinvent consumer finance for the better** [Sofi]*
- *Let's work together to **establish the platform that every enterprise on the planet will use to communicate with every IT asset they own in seconds** [Tanium]*
- *Let's work together to **make clean, reliable energy affordable for everyone in the world** [Bloomenergy]*
- *Let's work together to **make working life simpler, more pleasant and more productive** [slack]*

LACONIC

- Laconic means you are straight forward in your video and to the point
- Few words as possible to make a point
- No superfluous information. One thought/concept at a time. Give key messages on Text Windows and elaborate if needed further orally

Dont's and Do's in your VIDEO

DONT's	DO's
Create a text-rich, picture/visual poor video	Do use a short video of max 3 minutes to show in a snapshot everything about your innovation (its value, the problems it addresses, the solution and benefits that offers, the market, the projections and the team behind) A better alternative is to show a story
Animations or transitions	Avoid animations and only use for key messages popping up
Overload the video with information	Aim for simplicity and clarity. Convey a single thought or idea and elaborate on that. Remember your video should support your primary objective, i.e. securing investment/raising interest, else delete it
Overdo it with your video	The whole video content should support your primary objective, i.e. securing investment/raising interest, anything else should be deleted
Avoid looking at the camera as video presenter	Ensure that your eye gaze is straight into the camera lens
Look bored, angry, uncertain or stressed	Look enthusiastic with a small smile, confident and relaxed
Have just one person presenting	Ensure that all your key personnel is presenting, e.g. CEO, CTO, CFO, CMO. Aim for some gender balance in the managers presenting

Example on pitching videos

And if time allows, try to identify from [video 1](#) the following

1. Stars
2. Scenes
3. Script/Successions
4. Struggle
5. Solution
6. Summits
7. Seed



Congratulations!

You did it! You are familiar now with the essentials for success in Pitching for the EIC Accelerator

Homework: Applied Knowledge is power

**Knowledge is not power,
applied knowledge is**

Practice ASAP and apply what you learned in session, e.g.

Option 1: Prepare your pitching slide deck

Option 2: Prepare your script of your pitching video

