

3<sup>rd</sup> Project Writing Camp:  
*SME Instrument Phase 1*  
Build your Project Pitch



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# How to prepare successful pitch?

- An Honest pitch
- Highlight the benefits
- Short and decisive (No more than 10-12 Slides)
- Only one idea per slide
- Do your Homework
- Show numbers behind your numbers
- Tell a story. Pitch should say something about you

# Don't forget the data

Without data  
you're just  
another person  
with an opinion.

W. Edwards Deming

**"If you torture the data long  
enough, it will confess."**

Ronald Coase

*Professor Emeritus of Economics  
University of Chicago Law School*

# 1. Introduction

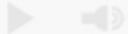
## Who are we?

- Company
- Title, Names,
- Logo, Tag line



LEARN

LEARN



## 2. Problem

**What is the problem you are solving?**

**Who has it?**

- Problem & Opportunity
- Offer solid numbers and data
- Why is it an opportunity for you

More than 1.000.000 every day suffer from... / facing problems in their business because... / ...are not properly ... /  
We see a huge opportunity in providing ... / selling ... / addressing the ...

# 3. Market

## Who is your ideal customer?

- What is the total market size?
- How do you position your company within the market?
- What exact segment do you target?

There are more than 3B potential users/customer of ... / In Europe/M East/Africa/ Turkey there are ... / X% already use our app / know our product / are accessible through our communication channels (Why/How)

## 4. Solution

**How are you solving the problem?**

**How customers will use your product/service?**

- Technology, Business idea, new services.
- Focus on the customer NOT the product
- Use visuals

Our product will be the first that will allow customers to... / Our users will be able to... / Thanks to our solution consumers... / With a few clicks you will be able to ... / Even small businesses will be able to...

# 5. Revenue or Business Model

## How do you make money?

## What do you charge? Who pays it?

- Present your Business Model (B2B, B2C, ?)
- Offer data and details (as much as possible)

We are based on a X2X model ... / We focus on consumers that... /  
We target businesses based on a monthly subscription model .../  
We facilitate sales and we keep a % for every sale...

## 6. Competition

### Who else is out there? (use Visuals)

- Competitors in the same space
- Alternative solutions
- Describe your strengths
- What's your pricing strategy against others

Our major competitor is XXX who controls % of the market / Competition comes not from another company but from existing solution that is widely used but outdated ... / We position our product in the premium end..

# 7. Current Status

## Where are you today?

- Do you have a prototype?
- What is your timeline?
- Have you secured investments for next steps?

We have developed a prototype used by ... / We have validated our solution in a small pilot of ... / We intent to complete the new version in ... / We plan to launch the new services by ... / We have secured XX € of investment from Business Angels in a seed round..

# 8. Market Strategy

## How are you going to attract customers?

- Do you have a sales plan?
- What's your marketing strategy?
- How are you going to keep your customers?

We will approach our customers through online advertisements ... / We have already established sales channels ... / we will offer incentives to gain more customers ... / We have created a loyalty program to keep our users ... / We have developed a feedback process to incorporate improvement changes ...

# 9. Financials

## Show me the money!

- Do you have sales forecasts?
- Profit & Loss projections?
- Limit to charts and easily digestible data
- Give your assumptions

Present understandable graphs and numbers that can convince the reviewers or investors.

Be prepared to present and discuss in further details your data and elaborate on different scenarios.

# 10. Team

## Who are you?

- Present your team.
- Key players, advisors.
- Highlight their successes and achievements

Show some photos, background, key achievements.  
Make sure you have all the people you need.  
If you don't describe what you miss.

# Remember a few tips:

- Do not forget you have only 6 minutes
- Simply, short, easy!
- Use meaningful and related images
- Be smiley.
- Tell them a Story

# And last but not least.

- ‘ Pitch me like I’m your best friend’
- Directly give them what they look for
- Keep them awake and engaged
- Present in as much as interactive
- Focus on what they are looking for



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Teşekkür ederim!

Thank you!