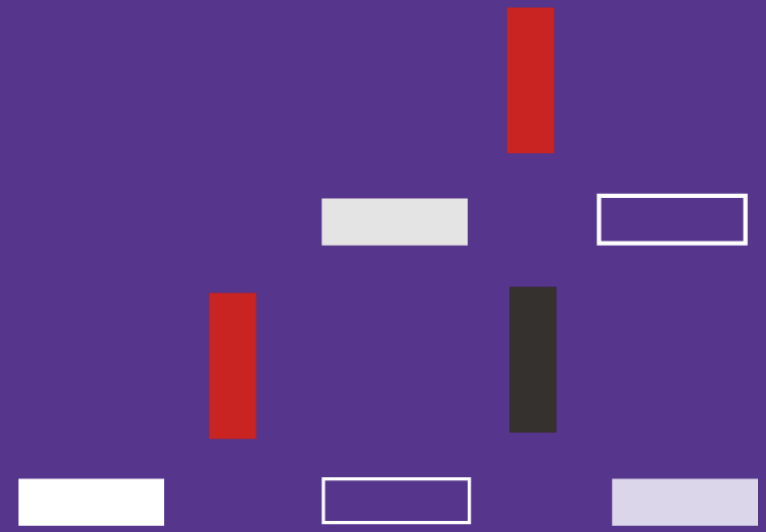
European Innovation Council

How to prepare an excellent pitch?

Marta Wysoczyńska
Senior Communication Adviser
EISMEA



The pitch is...

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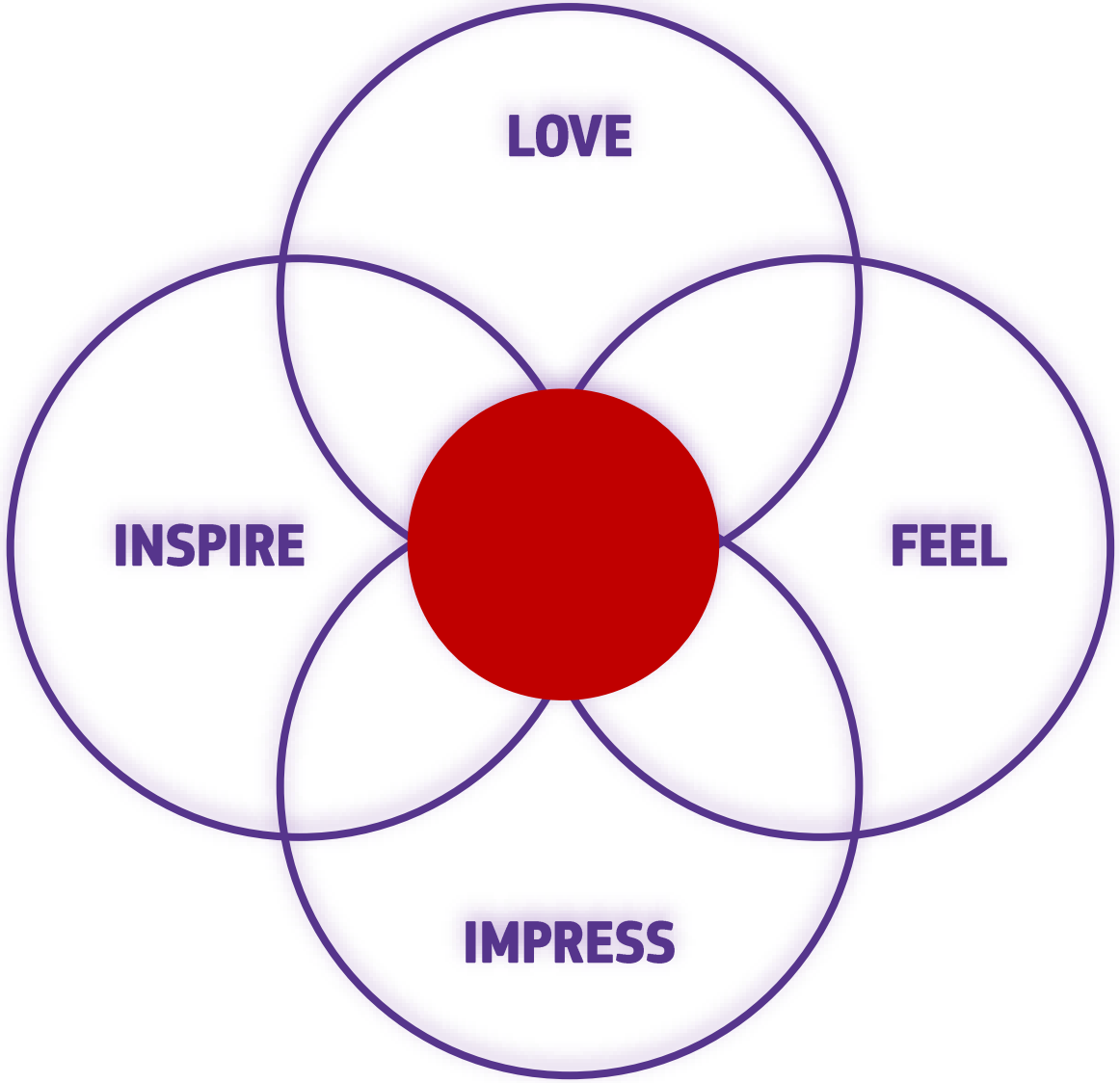

...an instrument to spark the interest in your company and get funded !

“

A pile of rocks ceases to be a rock when somebody contemplates it with the idea of a cathedral in mind

Antoine De Saint-Exupery

A pitch deck

- ✓ sells you and your vision…
- ✓ provides a brief but informative overview of your business…
- ✓ is a standalone visual document, that will tell the story of your business.

Remember!

- You’re writing a short story, not a novel!
- Slides aren’t scripts, they’re a visual guide for your audience.

5 tips to make a perfect pitch deck

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1. Be straightforward
2. Prioritize story over stats
3. Make it standalone deck
4. Keep it updated
5. Kick off by an emotional hook

Pitch deck – 10 building blocks (1)

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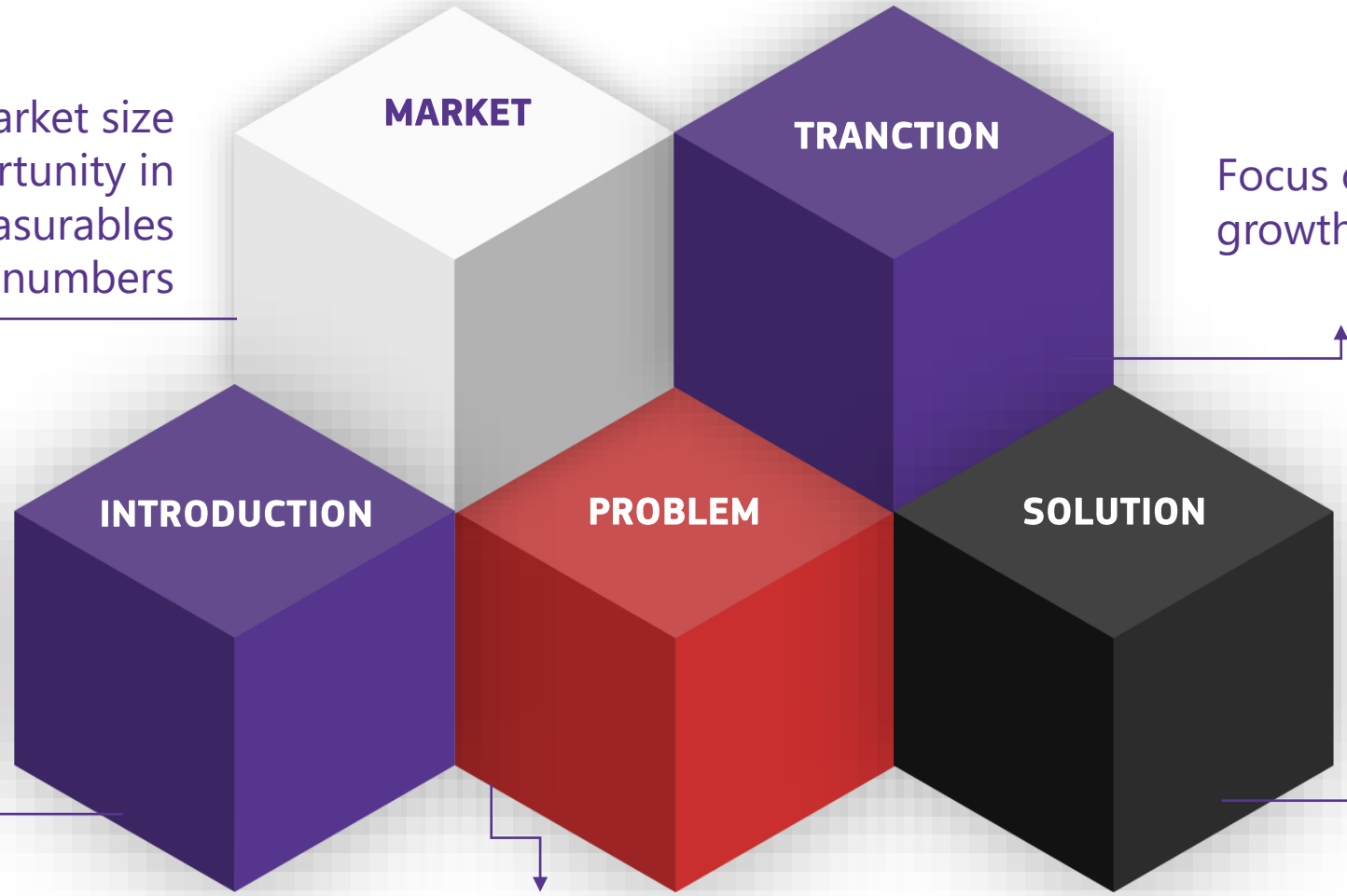

Identify market size and opportunity in measurables numbers

Focus on the growth

Tell people who you are and why you are here

Present a clear and concise solution

Identify two or three problems that your product will tackle

Pitch deck – 10 building blocks (2)

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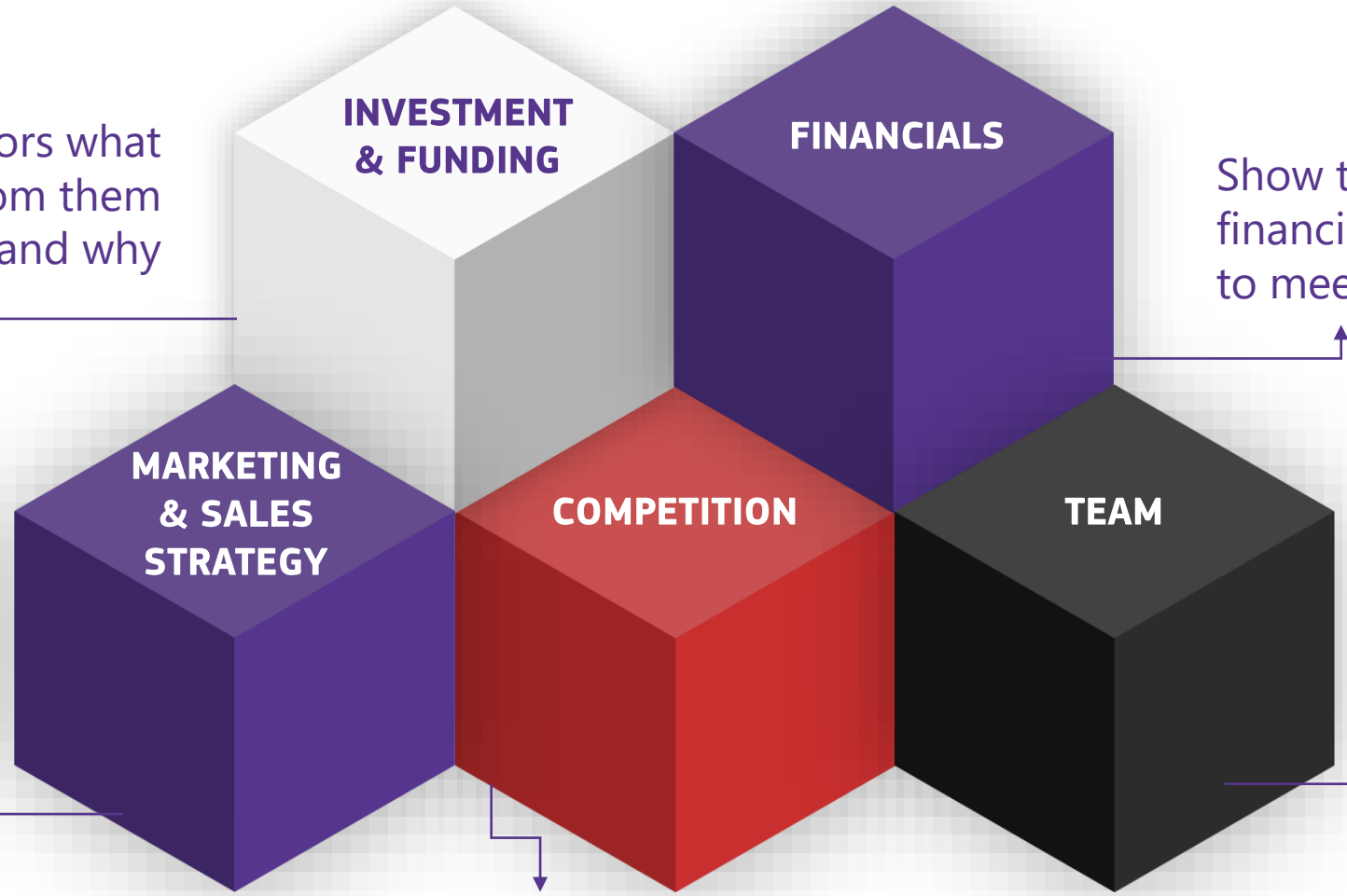

Tell investors what you need from them and why

Show that you have financial knowledge to meet your goals

Explain how the product will be advertised and sold to its market

Introduce the team core members

Define your competition and explain why you are different

Design...

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...plays just as important role as data or your presentation skills!

- Use consistent branding;
- Use images that are impactful, relevant, and help you tell your story
- Keep it streamlined and simple!

Design... How **NOT** to make a good first impression

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- Use font colour that does not contrast with the background colour is hard to read;
- Use colours for decoration or complicated fonts;
- Use different *fonts*/sizes;
- Use backgrounds that are distracting or difficult to read;
- Clutter the slide with too much text;
- Present graphs/statistics that are difficult to understand.

Use (good) templates

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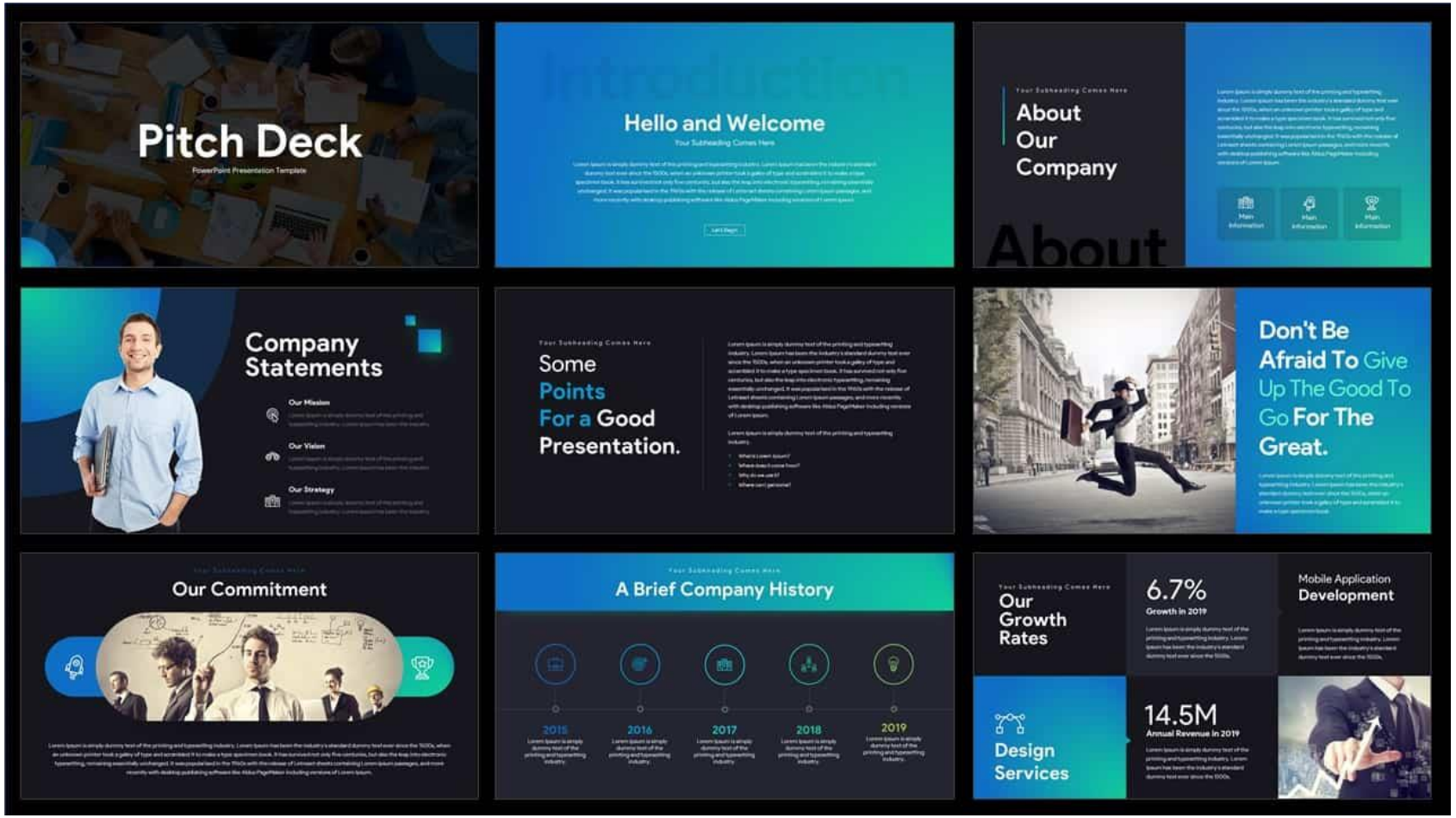

Download from:

- Envato
- Canva.com
- Slideteam.net
- Pitch.com
- Visme.co
- pptmon.com

Pitching elements to include in your application for

EIC ACCELERATOR

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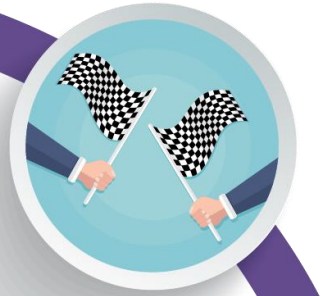
EIC Accelerator application procedure



STEP 3

- Presentation
- Interview

STEP 2

- Full proposal
- Pitch deck

STEP 1

- Summary
- Pitch deck
- Video pitch

STEP 3

- Presentation
- Interview

STEP 2

- Full proposal
- Pitch deck

STEP 1

- Summary
- Pitch deck
- Video pitch

Evaluation criteria Step 2 and Step 3

Excellence
breakthrough and market creating nature, timing, technological feasibility; Intellectual Property Rights.

Impact
scale-up potential; positive broader impact; market fit and competitor analysis; commercialization strategy; key partners.

Level of risk, implementation, and need for Union support
team, clear implementation plan; high investment risk; risk assessment and mitigation

Evaluation criteria Step 1

Excellence
breakthrough and market creating nature; timing for the innovation

Impact
scale-up potential; positive broader impact.

Level of risk, implementation, and need for Union support
team's capability and motivation

Step 1: Application

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1. Proposal information: Acronym, title, abstract & keywords

2. Company and CEO information

3. A pitch-deck of maximum 10 slides

4. A video of maximum 3 minutes

5. A series of questions describing the details of your innovation, your potential market and your team

Step 1: Application

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1. Problem/market opportunity

Describe the problem you are trying to address from the customer/user point of view.

2. The Innovation: Solution/Product or Services (USP)

Present the solution; explain how it works in practice, what it changes for potential users, the way(s) in which it is unique, why it has breakthrough potential, why it is better than existing solutions available on the market, explain concretely how you have achieved the current TRL level, and describe why now is the right time to bring it to the market.

3. Market and Competition analysis

Describe your business model and the target market (segmentations, size, growth and drivers), explain why customers would be willing to pay, outline the advantages and disadvantages of your solution compared to competitors, and explain how the company's growth will be impacted.

4. Broad Impacts

Describe and quantify, if possible, the broad expected impact of your innovation on society, the environment and climate, the UN Sustainable Development Goals and on job creation. Refer to any relevant EU policy.

5. Company

Describe your company history, your vision and ambitions.

6. Team and management

Present your team members, including: the track record of the founders and key managers; available skills and experience; how you plan to ensure gender balance among your team members, including those in executive positions (at least CEO, CSO and CTO); the missing skills identified (target recruitment); recruitment plans and employee retention plans designed to address those missing skills which are identified.

7. Funding request

Indicate the type of support, total cost (up to TRL8), Grant amount requested, Grant amount from other funding sources, Investment amount requested from EIC. Describe your financial needs for grants and investment, explain why you have not been able to raise sufficient investment to carry out the project, and why you need the support of the EIC. Please note that the figures are indicative at this stage, and you will have the possibility to modify this within your full proposal.

Step 1 : Pitch Deck

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- **No pre-defined template**: upload the document in pdf format (10 slides max);
- Use it to show **images**, **data**, **tables** not included in the summary;

Do not forget 2-4 slides to provide basic but key elements and figures regarding your business model, the targeted market and growth forecast

Step 1 : Pitch Deck

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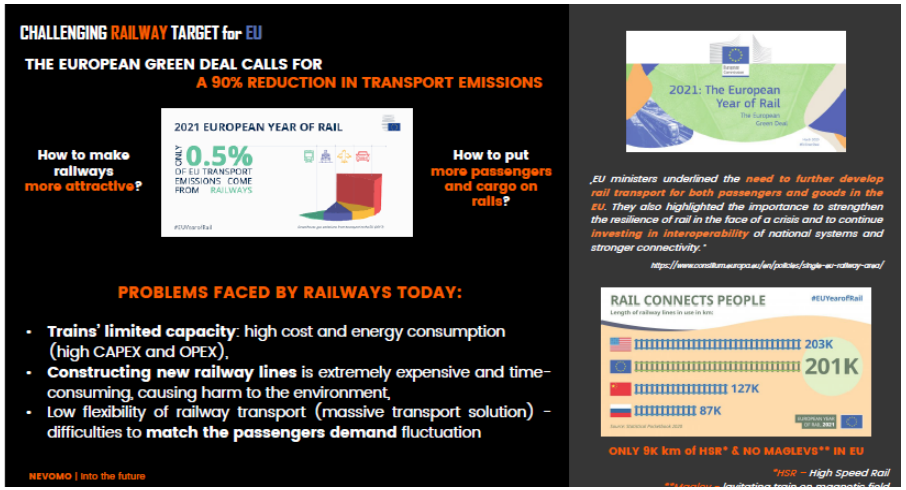
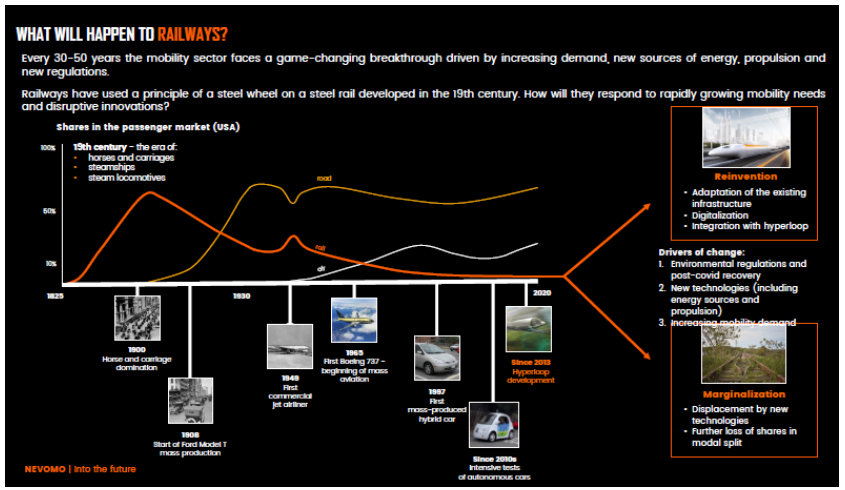
Some examples





WHO WE ARE

A EUROPEAN DEEP-TECH COMPANY PROVIDING KEY COMPONENTS TO REVOLUTIONISE THE RAILWAY INDUSTRY – DEVELOPING NEXT GENERATION HIGH-SPEED RAILWAYS

NEVOMO

Innovative key technologies supplier for the next generation high-speed railways: **propulsion, suspension and power electronics**

MAGRAIL - creating a bridge between conventional railways and the hyperloop by providing systems for **higher efficiency and interoperability**

Partner for digitalization of conventional railways' hardware infrastructure

MAGRAIL – OUR SOLUTION

THE NEXT GENERATION HIGH-SPEED RAILWAYS BASED ON MAGNETIC LEVITATION. OUR BREAKTHROUGH SOLUTION ALLOWS TO USE THE LEVITATION WITHIN EXISTING RAILWAY INFRASTRUCTURE.

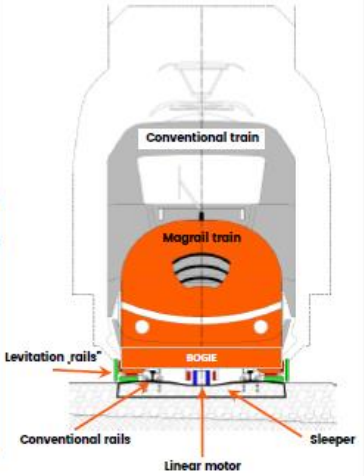
INFRASTRUCTURE

- **Linear motor** in between of the conventional rails („3rd rail").
- **Levitation and guidance „rails"** at the edges of sleepers.
- **IOT – vehicle & infrastructure monitoring**
- **Power electronics**

BOGIE

- **Speed**: up to 30-50 km/h on wheels and levitation up to 550 km/h
- Operates on standard-gauge ground-level conventional railway track
- **Bogies** that can levitate and roll
- **The same bogie for passenger and cargo trains**: up to 70 passengers or up to two 20-foot cargo containers

INTEGRATION OF A NEW LAYER OVER EXISTING INFRASTRUCTURE.



EXISTING TRACK UPGARDE BY RETRIFITING

Railway track designed for

Standard train

160 km/h

High Speed Rail (HSR)

300 km/h

When upgraded to MAGRAIL

300 km/h track | 550 km/h track

Applying **railway norms** and **standards** to facilitate **homologation** process.

MAGRAIL – TECHNOLOGY

SOLVING MAJOR BARRIER OF BUILDING NEW HIGH-SPEED RAILWAY LINES – BY PROVIDING KEY COMPONENTS TO REVOLUTIONIZE THE RAILWAY INDUSTRY.

FIRST PROTOTYPES

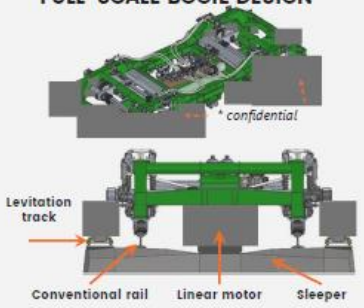
First demonstrator in scale 1:5 bogie
Linear motor 1:1 (1st gen)

Proven physical principles, levitation obtained

MID-SCALE BOGIE

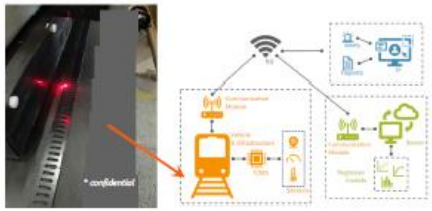
Full-scale linear motor

FULL-SCALE BOGIE DESIGN



LEVITATION-RIG FOR TESTING

CONTROL POSITIONING DEVICES (part of rail digitalization)



ONGOING MAGRAIL TEST TRACK CONSTRUCTION

MAGRAIL – VALUE PROPOSITION

ADDRESSING INDUSTRY PAIN POINTS BY CREATING A BASIS FOR RAILWAY REINVENTION

INCREASING EFFICIENCY OF THE RAILWAYS

- Increased **efficiency of land and other assets use**, lower **OPEX**, incl. **maintenance cost**
- Faster trains on the same railway lines
  160 km/h -> 330 km/h
  330 km/h -> 550 km/h
- **Traffic optimalization** using AI, IoT & full digitalization

UPGRADING EXISTING INFRASTRUCTURE

- **Cost-efficient retrofit** of existing transportation corridors and linking them with existing network
- **No harm to the environment** while retrofitting
- **Time-efficient implementation**: months instead of decades

MATCHING PASSENGER AND FREIGHT DEMAND

- **Deployment of vehicles** (trains or single vehicles) on track dynamically **matching the fluctuating demand**
- **Maintaining interoperability** allowing to use conventional trains until they are depreciated
- **Scalable solution** for fast network effect

REGAINING COMPETITIVE EDGE BY RAILWAYS AND CHANGING TRANSPORTATION PATTERNS

SAVING COSTS AND TIME FOR IMPLEMENTATION, EASE OF SCALING, CREATION OF A COHERENT AND MULTIMODAL SYSTEM

MAGRAIL – CUSTOMER

RAILWAY OEMs
System integrators

TODAY INTERESTED CUSTOMERS

molinari

OEMS WILL BE DELIVERING FULL SYSTEM TO THE END-USERS

MAGRAIL SYSTEM COMPONENTS

OF VEHICLE:
- bogie (frame, motor mover, levitation, wheelset)

OF INFRASTRUCTURE:
- linear motor stator (cabling)
- magnetic levitation tracks
- power electronics

DUAL BUSINESS MODEL

TECHNOLOGY LICENSING
LICENSE FEE
X%
of revenues
(VEHICLE AND INFRASTRUCTURE COMPONENTS)

OR

SALES OF COMPONENTS
INFRASTRUCTURE
€X–XM per km
of double track
VEHICLE BOGIE
€XM per 2
OUTSOURCED MANUFACTURING

average MARGINS
hardware: X%
software: X%

END-USERS

RAILWAY INFRASTRUCTURE MANAGERS AND OPERATORS

INTERESTED END-USERS

RFI RETE FERROVIARIA ITALIANA – GRUPPO FERROVIE DELLO STATO ITALIANE

DB NETZE

CENTRALNY PORT KOMUNIKACYJNY – SOLIDARITY TRANSPORT HUB POLAND

CARGO MANAGERS

AIRPORT SERVICES

NEVOMO | Into the future

NEVOMO TEAM

OUR MISSION IS TO CREATE A BRIDGE BETWEEN CONVENTIONAL RAILWAYS AND THE HYPERLOOP THROUGH A **HIGHER EFFICIENCY & INTEROPERABILITY** OF EXISTING NETWORKS

FOUNDERS

Przemek PACZEK – CEO
11y. in management, finance & sales in banking & real estate

Paweł RADZISZEWSKI – CTO
5y. in autonomous platform & control systems R&D

Katarzyna FOLJANTY, Ph.D., MBA – Chief Branding Officer
10y. in transportation R&D & architectural design

Łukasz MIELCZAREK – Infrastructure Director
13y. in bridge, highway, tunnel design & construction

BUSINESS DEVELOPMENT

Stefan KIRCH
Business Development Director
14y. for Deutsche Bahn, in various roles: Head of Sales DB Netz or Product Owner, founder of Rintaxibahn, Netzfonds and DB FlexRail

Milan CHROMIK
Business Development Leader, Board Member
14y. in management, finance, sales & public affairs in industry, energy, waste & investment banking

Michał LITWIN, MBA
Regulatory expert and Strategy Director
11y. Railway and aviation strategy expert in the field of regulations, development strategies, external relations, communication.

TECHNOLOGY DEVELOPMENT

Janusz KUCMIN
Technology Development Director
+30y in railway engineering, sales and management, President of Association of Polish Railway Engineers, ex-Bombardier

International Advisory Board

Johannes BRAUN
Magnetic Levitation Expert
30y. in electrical eng. & railways (incl. construction of SHANGHAI TRANSRAPID MAGLEV)

Marek MICHALCZUK, Ph.D.
Electroengineering Team Leader
11y. in electric drives, inverters, control systems & energy conversion & storage R&D

Marcin NIKONIUK, Ph.D.
Project Manager
11y. in electric drives in transportation systems R&D

Sebastian KALUZA
Project Manager
10y. in railway technology implementation & maintenance

In total, over 70 people involved: top-notch experts, scientists & managers (incl. 9 PhDs, 6 PhD candidates & 40+ engineers) speaking 11 languages.

International Advisory Board

Alexandre DEMENCHUK
CORPORATE FINANCE EXPERT
13y. in Corporate Finance, Development and Investments (Europe, Americas, Africa and Asia)
Group Head of M&A and Corporate development at a leading European TelCo and digital infrastructure operator
TDF, Rothschild, BNP Paribas, Key Capital

Amos RON
EXPERT in INFRASTRUCTURE
Director General at the Ministry of Energy & Infrastructure in Israel
President of the Israel Ports and Railway Authority
Chairman of the Israel-France Chamber of Commerce and Industry

Vladas LASAS, Ph.D.
EXPERT in HI-TECH & CLEANTECH & INVESTOR
Partner of Sir Richard Branson in Carbon War Room,
Honoree of 2012 Oslo Business for Peace Awards
UPS Lithuania, Elinta (powertrains for EVs),
Ellnvision (Computer vision R&D), Techstars

Formaly onboard but cannot disclose the name yet
ex-partner in McKinsey (head of transportation practice),
prof. of business strategy
former Member of the Board of leading EU railway infrastructure manager

MAGRAIL – ROAD MAP

WHAT WE HAVE ACHIEVED

2019: Proof of Concept (PoC)
- proven that the pod can **accelerate**, **levitate** and **brake**.
- **1:5 scale** pod, first generation of linear motor (1:1 scale).

2020: Mid-scale tests
- verified **configuration** of second-generation **linear motor**.
- length: **50m** (to be extended to 100m to improve control), gauge: **1,000mm**.

ONGOING

2021: Full-scale test track
- full-scale tests of single bogie and infrastructure (incl. levitation) at **up to 150 km/h**.
- length: **700m**, gauge: **1,435mm** (standard).

WE HAVE REACHED TRL 6

WAY TO THE MARKET

2022–2023: Pilot implementation with potential customer (EIC Accelerator project)
- In partnership with Italian railway infrastructure manager **RFI** (**MoU signed**)
- **Test** of the complete system (incl. **entire vehicle**) **with 3 tons of load** for cargo applications
- Length: 2km (RFI's test facilities in Bologna San Donato), **reaching up to 160 km/h and levitating**
- Preliminary **certification**

RFI RETE FERROVIARIA ITALIANA – GRUPPO FERROVIE DELLO STATO ITALIANE

2024–2025: Certification

2026: Commercial cargo implementation
- After succesful pilot implementation, RFI will become our first customer

RFI'S TEST FACILITIES IN BOLOGNA SAN DONATO

NEVOMO | Into the future

Step 1 : Video Pitch

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Structure

- Keep it simple;
- No specific technical requirements;
- You don’t have to do it in English (include subtitles).

& Content

- Present clearly your project;
- Stress well what societal challenge are you contributing to solve;
- Present core members of your team and illustrate your innovation and the main motivation behind your application.

Step 2 : Full proposal

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The full proposal requires the following steps:

- **To follow the structure and provide the information** detailed in the templates available on the F&T Portal.
- **Define the type of funding** (equity only, blended finance, grant only, grant first) you are applying for; see our FAQs for more information.
- **A new pitch deck.** There is no pre-defined template nor limit of slides, however, please keep in mind that you will be presenting this pitch deck if you are invited to the face-to-face interviews. Therefore, it is your sole responsibility to be able to present it during the 10 minutes allocated time. The pitch deck should be in pdf format.
- **Additional documents:** Financial information, Mandatory data and consent, Freedom to Operate Analysis, Data Management plan, Letters of Intent, CVs of key personnel, 10- page max of any other relevant documentation

Step 2 : Full proposal

European Innovation Council

- **Take the time** to prepare the full proposal, don't rush to make it to the first available cut-off;
- **Consider additional resources**: EIC Coach, National Contact Point, EEN;
- **Use business language**, avoid too much academic language;
- Provide a **comprehensive and realistic risk analysis** (particularly at full proposal stage);
- Check that your content has not exceeded the **character count**;
- **Don't wait until the last moment** to submit to avoid any technical issues.

Step 2 : Pitch Deck

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- **No pre-defined template**;
- **No length limitation** but remember you will have only 10 minutes to present it at Step 3 ;
- The **Jury members** may focus on any aspect of your proposal based on the evaluation results and their own assessment;
- Max 35 minutes for **Q&A** with no pre-set questions.

Step 3 : Interview

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- Show a **clear idea** of your market;
- Define your **IP and FTO strategy**;
- **Your team is crucial**: make sure you present a committed, qualified and possibly diverse team
- Ensure that the **financial details** and **TRL descriptions** are consistent;
- **Answer the questions** honestly: don't try to inflate your financials/market, include a full competitive analysis, etc.

REMEMBER!

- **Rehearse your pitch as much as you can!**
- **Be convincing and enthusiastic!**
- **10 min = 10 slides**

DOs and DONTs

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Rush the process

Do not prepare the Full Application last minute: it needs to be polished and complex. Focus on your core idea and perfect it.

Double fund

Make sure that activities inside the project have not been funded by EU funds before.

Get discouraged

Perfect your idea within the application and submit it again.

Perfect the SA

The Short Application must be detailed, clear and convincing. It is your pathway to success.

Focus on the FA

Start preparation of the Full Application as soon as possible. Take into consideration the evaluation time of the SA which is 4 weeks

Build your team

Deploy 3-5 people to prepare the application. Involve employees from different departments in the process.

Master your pitch

Practice, practice, practice with as many difficult questions as possible.

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Thank you !

@EUeic

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