This project is co-financed by the
European Union and the Republic of Turkey
Bu proje Avrupa Birliği ve Türkiye Cumhuriyeti tarafından
finanse edilmektedir

TURKEYin
HORIZON 2020
COOPERATION. INNOVATION. COMPETITIVENESS

Technical Assistance for Turkey in Horizon 2020 Phase-II
EuropeAid/139098/IH/SER/TR

EIC Accelerator Project Writing Training for SMEs
The pitchdeck session

Project Writing Training for SMEs (PWT15)
Adamantios Koumpis
Online, 9 September 2022

REPUBLIC OF TÜRKIYE
MINISTRY OF INDUSTRY
AND TECHNOLOGY

TÜBİTAK

Definition – what to expect

- A pitchdeck is a key part of any fundraising 'toolkit'
- Including the right content can make the difference
- The best start-up pitchdecks include **valuable information** related to:
- traction achieved,
- funding goals and objectives,
- executive team,
- value proposition,
- competition,
- and… more!

Structure

- One slide for each heading
- Total duration 10 mins (working assumption: 1 minute per slide!)

1. Company Purpose
2. Problem & Solution
3. Value Proposition
4. Market Opportunity & Risks
5. Competition
6. Business Model
7. Commercialisation & Marketing Strategy
8. Financial Projections
9. Team
10. Conclusion

Context

- Focused on the EIC Accelerator but also generally applikcable as a good practice!

Recommendations

- Take award criteria into account and address all of them in your pitch appropriately

- While writing the proposal, plan enough time to prepare the pitchdeck

- Be precise and to the point: you only have 10 minutes to present

- Explain your technology / innovation / business in way that everyone understands it immediately (avoid technical language)

- Use visuals and do not overload slides with text

- Do not forget that update of pitchdeck before interview date is not possible

- Do not ignore the technical requirements: Separate PDF file, should not exceed 10MB

Company purpose

- What is your mission?
- Describe the company and what you do in one sentence!

Problem and Solution

- What is the customer pain?

- Is there currently a problem / unmet market need?

- **Tell a short story** about how your innovation is unique in alleviating this pain or fulfilling customers' needs

Value proposition

- How do your customers value your offering?

- Define and assess the ***concrete benefits*** a customer gets from using your products or services
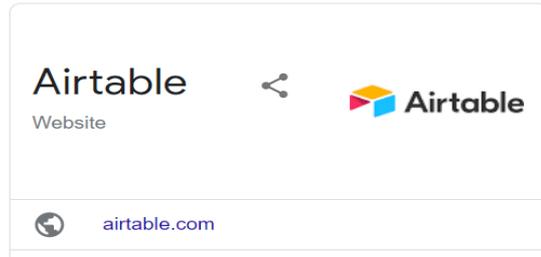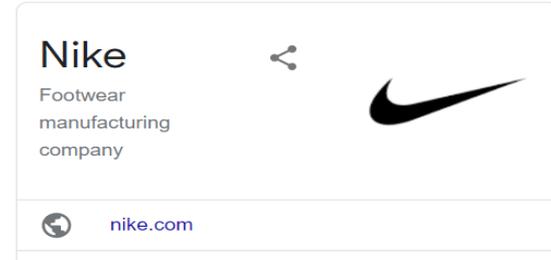
Market opportunities and Risks

- What is the market creating potential?

- Give a prediction of the size of the target market and the share you intent to capture

- Explain how your product will transform the market

- List the main risks related to your innovation and how you deal with them

Competition

- Who is the competition and where are you?
- Show how you will overtake the competition
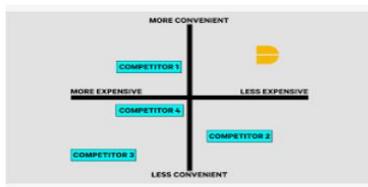
Business model

- How do you **make** money?

- Outline:

- the revenue models,

- pricing,

- cost structures and

- schedule of when the revenues should be coming in

- Big issue / question here: how much theoretical / hypothetical is it?

A note on the business model canvas

- Business model canvas is popular

- People like to refer to it or to use it

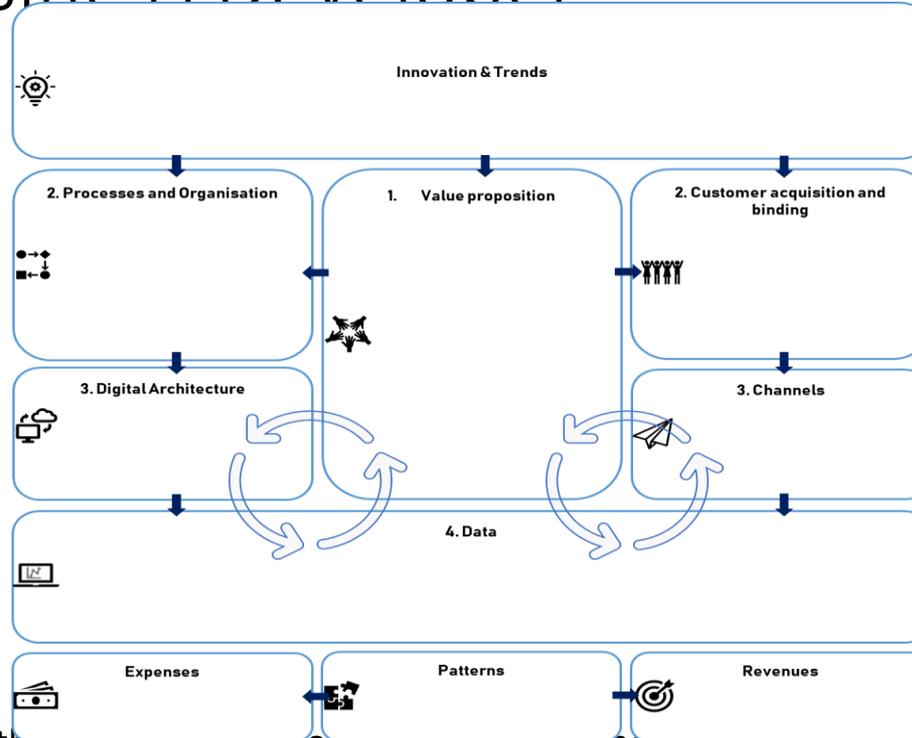- But: should not be used as a 'synonym' for business model!

Digital Business Developer

→ Original design by the three students of the Berner Fachhochschule: Arianit Kabashi, Dominique Metzler and Enrico Roethlisberger

→ Further adapted and developed by Matthias Hofstetter and Adamantios Koumpis

Commercialisation & Marketing Strategy

- What is your plan to reach your customers and to enter the market?
- Give approximate time to market deployment and **provide proof of early market traction**, if possible.

Financial Projections

- What are your sales, clients and investment (i.e. VC, PE, etc.) projections?

- What will you do with the money received?

- ***Provide details*** on the level and nature of investment attracted to date and how EU funds will contribute to the project

Team

- Who are the key team members and other relevant players (i.e. partners)?

- *Convince* that the team has the determination, forcefulness and expertise to achieve the commercial success of the innovation

- Highlight previous commercial successes achieved by the team

Conclusion

- Closing summary to convince and *leave a lasting impression*

For follow-up questions contact me at:

- adamantios.koumpis@gmail.com

Q&A

Time to ask your questions!

Teşekkür ederim!

Thank you!