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finanse edilmektedir



TURKEY_{in}
HORIZON 2020
COOPERATION. INNOVATION. COMPETITIVENESS

Technical Assistance for Turkey in Horizon 2020 Phase-II

EuropeAid/139098/IH/SER/TR

Turkey in Horizon 2020 II

EIC Accelerator

Pitch Deck

Pitching Workshop

14th September 2022, Istanbul



REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY



COMPETITIVE
SECTORS
PROGRAMME



TÜBİTAK

Philip Sowden



Background in manufacturing, R&D and Project Management

SME programmes at regional, national & International levels

Worked with EC for over 30 years

SME Key Expert on two previous projects in Turkey

Responsible for SME programmes in the present project

Visited and advised over 150 Turkish SMEs

Today's Workshop

- The day is yours to ask as many **questions** and make as many **comments** as you wish
- It is an **informal meeting** for you to get the most benefit
- We will have **One-to-one Pitch Deck discussions** later this afternoon
- All our events and information, recordings and presentations may be seen on our project website; [Turkey In Horizon 2020 | Ufuk Avrupa](#)

The Ideal SME for EIC Accelerator...

Market-creating, high-risk, high-growth, high-impact, breakthrough innovations to...

- Help Europe gain technological advantage and a greater share of global markets
- Develop projects destined for full market deployment
- Develop the best innovations and most committed teams – it's not about the best drafted proposals
- Develop strategic, novel innovations which will impact on markets, technology, quality of life, etc.
- Fund projects seen as too risky by other investors

Where is the Pitch Deck in the Process?



Short Application
+ **Pitch Deck** + Video
4 Evaluator Reports

Business Plan (created online)
Updated Pitch Deck
Freedom-to-Operate analysis
Data Management Plan
Financial information

optional →

Letters of Intent
Annex

The Pitch Deck in Accelerator

- Short applications aim mainly to **filter innovative ideas**
- Full applications are **actual reflections** of innovation projects and how they will be managed through to **commercial success**
- As Pitch Deck is sent with Initial application it must therefore feature **innovative impact** whilst building the **business case**
- **It may be changed** between application and pitching to Jury
- A lot of information within **10-12 slide limit** given in 10 minutes
- EC 'semi-official' profile achieves this
- Many examples on internet

Three Key Evaluation Criteria...

EXCELLENCE

Ideation

IMPACT

Go2Market

IMPLEMENTATION

Development

EC Recommended Pitch Deck Structure

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

1 Company Purpose

- What is your mission?
 - *“To accelerate the world's transition to sustainable transport.”*
 - *“To accelerate the world’s transition to sustainable energy.”*
- Describe your company and what it does, in one sentence
 - *“Tesla designs, develops, manufactures, sells, and leases electric vehicles and energy generation and storage systems.”*

2 Problem and Solution

- What is the customer pain that your product will ease?
- Is there currently a problem or unmet market need?
- Tell a short story about how your innovation is unique in alleviating your customers' pain or addressing a customer need

3 Value Proposition

- What do your customers/potential customers think of your offering?
- Define and assess the concrete benefits your customers will get from using your products or services

IDEATION - Excellence

- Breakthrough and market-creating nature, ideally disruptive innovation
- Technological feasibility – high risk, high potential idea
- Novel – beyond ‘State of the Art’
- Convincing outcome and criteria for success



4 Market Opportunity and risk[s]

- What potential does your product have for creating market share?
- Predict the size of the target market and the share you intend to capture
- Explain how your product will transform the market
- List the main risk(s) related to your innovation and how you will deal with them

GO2MARKET - Impact

- Scale-up potential
- Broader impact
- European/Global dimension
- Convincing market fit and competition analysis
- Viable commercialisation strategy
- Key partners
- ‘Challenge Call’ criteria, if any
- Evidence of ‘freedom to operate’



5 Competition

- Who are your competitors?
- Show how you will overtake them or take a share of their market

6 Business Model

- Outline the revenue model, pricing, cost structure and schedule of when revenue should be coming in

Typical Business Plan – Strategy driven



7 Commercialisation & Market Strategy

- What is your plan for market entry and to reach your customers?
- Give approximate timing to market deployment and provide proof of early market traction, if possible

GO2MARKET - Impact

- Scale-up potential
- Broader impact
- European/Global dimension
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- Viable commercialisation strategy
- Key partners
- ‘Challenge Call’ criteria, if any
- Evidence of ‘freedom to operate’



8 Financial Projections

- What are your sales, clients and any investment projections from VCs, Business Angels, etc?

9 Team

- Who are the key team members and other relevant players (for example, partners or sub-contractors)?
- Convincing evidence that the team has the determination, forcefulness, and expertise to achieve the commercial success for the innovative product or service
- Highlight previous commercial successes achieved by the team/team members

DEVELOPMENT - Level of Risk, Implementation and Need for EC Support

- Technical and business experience of team – good balance and plans to recruit any missing competences
- Availability of resources; human, physical and subcontract
- Good understanding of risks in getting to market and plans to mitigate risks
- Realistic and achievable timeframe
- Convincing milestones, outcome and criteria for success



10 Conclusion

- A closing summary to convince evaluators and Jury panel and leave a lasting impression...

Where to start?

5 pointers for content:

1. Be clear on objectives for Pitch Deck
2. Script the story you will tell
3. Be coherent, consistent, concise
4. Pictures speak louder than words
5. Stick with the narrative flow

Objectives

- In any presentation, set the objectives
- In the case of Accelerator, think of what really matters to the Jury in awarding funding...

Be clear on objectives for Pitch Deck

- **What** the funding will contribute towards creating a winning product or service
- **What** the funding will be used for
- **Why** the funding is vital for the company
- **Who** will be using the funding with the skill set to make the company/product successful
- **When** will the funding be needed – is the timing right?
- **Where** the technology/product/service will be marketed and sold

2 Script the story you will tell

- **The script of your pitch deck is the executive summary of your case for funding**
 - It's the story you will narrate through the slides
 - Without a well-thought out script, you will not have a compelling story to tell.
- **Think about the pitch deck as a book, each slide as a chapter and the key messages in each slide as paragraphs of that chapter**

3 Coherent, Consistent and Concise

COHERENT

- Pitch deck is part of a set of documents available to the jury members
- Make sure that the **What/Why/Who/Where/How** are perfectly aligned with the proposal you submit

CONSISTENT

- **Data, figures, references and the content** on the pitch deck have to be consistent with the rest of the documentation
- Every single detail on the Pitch Deck is important

3 Concise

- 10 minutes to present 10/12 slides – time the presentation and make sure you stick to it
- Focus the Jury Panel on key messages in your slides
- Avoid overcrowding the slide with useless text
- Avoid technical terms
- Avoid complicated diagrams as a way of packing in more information
- Don't transfer your speech to the slides
- Keep everything in line with the narrative flow
- **KISS: Keep It Short and Simple.**

3 Concise

- 10 mins. for 10/12 slides – time it!
- Jury Panel focus
- Don't overcrowd!
- No techno-speak
- Simple diagrams
- No speeches!
- Align with narrative
- **KISS**

4 Pictures speak louder than words

- Remember the brain processes images 60,000 times faster than text!
- Some suggest **20%** text and **80%** visual for effective slides.
- Technical and scientific entrepreneurs tend to confound their Pitch Decks by going into miniscule details
- **A compelling story really sells!**
- The best way to tell the story is to guide the audience through high quality graphics, reinforced by key points conveyed in the text
- Consider using experienced graphic designers familiar with commercial presentations

5 Never forget the Narrative Flow

- You would think narrative flow is a critical success factor only during the live session with the jury panel and going through the slides
- But Pitch Deck will be reviewed first by the remote evaluators and then by the jury members before the live session
- Therefore, the narrative flow should be embedded in the pitch deck and “independent” from the speaker going through it during the interview
- **The narrative flow is the underlying architecture of the story.**

Feedback from Jury members

More clarity is needed on...

- Distinct technical milestones
- Ownership of IPR
- Allocation of budget and corresponding resources
- Understanding of technical and business risks
- Actual and expected TRLs
- Interdependence of work packages and tasks
- The team for future exploitation
- The credibility of the business objectives



We can help!

- We have limited availability for one-to-one guidance on first and second stage applications provided free within the Turkey in Horizon 2020 project.
 - Apply
 - If accepted, project/application reviewed
 - Online meeting
 - Recording and short report sent
- Please contact Selin Dogrusoz on s.dogrusoz@idi.ie to apply

Summary

- Do your strategy, business planning and get the application right **before** considering Pitch Deck
- It must be **carefully developed**, not dashed off the day before submission
- It is your valuable opportunity to **impress** evaluators and judges
- Pitch Deck is a **business pitch**, not a pitch for a research grant.
- Ask for a **second opinion**.
- EIC Accelerator requirements may change without prior notice - keep **up-to-date!**

Further References

[EIC Accelerator Call](#)

[EIC AI Platform](#)

[Turkey in Horizon 2020 event recordings](#)

[EIC Work Program 2021](#)

[EIC Accelerator web site](#)

[Accelerator FAQ](#)

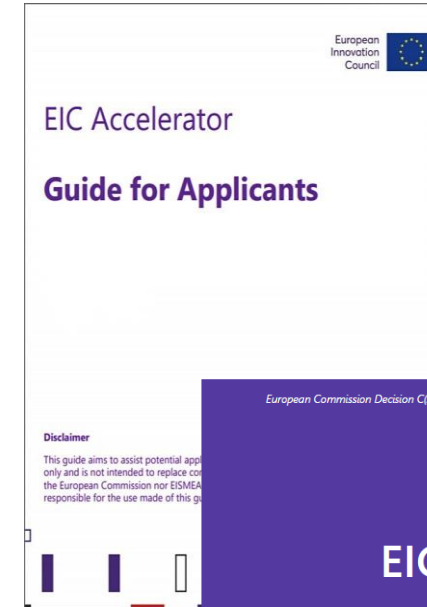
[Guide for Applicants](#)

[EIC Applicants' Day Presentatitons](#)

[European Green Deal](#)

[TUBITAK Horizon 2020](#)

[EIC EISMEA TUBİTAK Horizon Europe](#)



Thank you for joining us today!



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