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Technical Assistance for Turkey in Horizon 2020 Phase-II
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Pitching to Impress the EC Evaluators



REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY



COMPETITIVE
SECTORS
PROGRAMME



TBİTAK

Prepare Simple & Visual Slides!

10-30-10 Rule

10 words or less per slide (!!)

30 point font

10 mins or less to present

Rules of Thumb

- The slides should be intriguing about the work you do
- The document needs stand alone power.

One-Liner

Describe your business thesis in the shortest way possible.

«Name of the company, does/offers/develops a name of the product/service/system to solve name of the problem/need/gap for the name of the target customers/end users to become/have/get the value»

Starbucks – The Best Coffee and Espresso Drinks

<https://www.starbucks.com/> ▼ Bu sayfanın çevirisini yap

Starbucks uses the highest quality arabica coffee as the base for its espresso drinks. Learn about our unique coffees and espresso drinks today.

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Save your hard drive space - Business user guide - Dropbox

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Never email yourself a file again! ... disable syncing of your large media files sync to your laptop, but still be able to easily access them from your desktop at work.

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<https://www.eventbrite.com/> ▼ Bu sayfanın çevirisini yap

Eventbrite brings people together through live experiences. Discover events that match your passions, or create your own with online ticketing tools.

Market / Problem

- **What problem does your technology solve?**
 - Emphasize the pain level and the inability of incumbents to satisfy the need
- **Define the market opportunity and its size**
 - How big is the market opportunity you are pursuing and how fast is it growing?
 - How established (or nascent) is the market?
 - Do you have a credible claim on being one of the top or three players in the market?

Underlying Technology

- **Elaborate on the technology or methodology you have developed to enable your unique approach**
 - How do its key features translate into customer benefit?
 - How does it advance beyond the competition – in layman's terms
 - Describe intellectual property status – the ownership structure? Any encumbrances?

Value Proposition

- What kind of Rol can your customer expect by using your product/service?
- What pain are you eliminating?
- What is the current impact of the pain on socioeconomic terms?
- Are you selling vitamins, aspirin, or antibiotics?
- Do you need to educate the market to a perceived need to have??

Commercialisation Strategy

- **How are you selling / planning to sell?**
 - What is the primary method of commercialisation?
 - What does the sales process look like and how long is the sales cycle?
 - How will you reach the target customer?
 - What is your sales, marketing and distribution strategy?
 - What is the current sales pipeline? (If any)
 - How do pipeline intermediaries benefit by cooperating with your product role-out?

Revenue Model

- **What is your revenue model (P&L)?**
 - How do you make Money?
 - What are your revenue streams?
 - What is required to become profitable?
- **Show sales projects and reference to quotes and interactions with market representatives.
Testimonials?**

Competition

Keep in mind that it's really OK to compete!

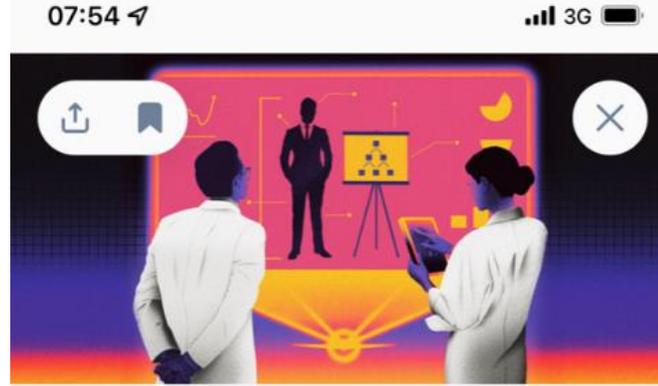
Be sure to anticipate competitive responses, and never deny that you have competitors, no matter how unique you think you are..

- Beside the ones already existing...
- Who is adjacent to you in the market that could enter your market (and compete) or could be a co-opted partner?
- This is also a good slide on which to Show market size estimates with market segmentation estimates split among competitors including yourself.

TEAM!!!

Team

- Highlight the backgrounds of the key members of the team, and any directors or advisors (not too many) who bring something special to the startup.
- Explain verbally whom you intend to add to the team in the next year (If that includes a CEO, say so upfront, without waiting to be asked)



Tyler Le/Insider

Premium TECH Sep 7, 2022, 1:51 PM

Science has figured out why Silicon Valley keeps forking over millions to charismatic screw-ups like WeWork founder Adam Neumann

Adam Rogers 9 min read

One of the most reliably popular things on Insider is a [database of pitch decks](#). We have more than 800 sets of slides that would-be founders have used as visual juice in presentations meant to attract investors. Readers pore over the decks for clues to improve their own — to build

like [Adam Neumann](#) can come back from orchestrating a billion-dollar meltdown at WeWork and be rewarded with \$350 million to launch *another* real-estate business.

The academic research into successful pitching tells a different story. Winning pitches aren't about business fundamentals — size of the market, potential for revenue, experience of the founder team, exclusivity of the enabling tech, and so on. What works is a performance designed to inspire trust. "My ability to communicate with you about the product or ideas has to be anchored in your ability to trust me," Kish says. "That was one of the things that fascinated us about this research — how much more personality and charisma was intentionally built in. People wanted to have a sense of trusting folks."

The trouble is, once you start valuing things like trustworthiness, you're relying less on data points and more on personal preferences. In one 2008 paper, a researcher asked 24 investors to

correlated most highly to a willingness to throw some money at these guys, it turns out, were all "presentational" — things like personal style and speaking ability. Economic stuff had almost nothing to do with it.

Just trust me, OK?

To really hit, the research shows, a would-be founder's performance has to manifest two specific traits: preparedness and passion. You have to know the numbers cold, understand the market, and anticipate issues in the question-and-answer part of the pitch. But beyond that, you have to show that you feel the business in your *soul* — that you, like, grew up with rescue dogs, so there's nothing you want more than to expand your dog-teletherapy business to Asia.

On some level, that makes sense. When someone is pitching an idea no one has tried before, there isn't any data on whether it'll work. Past performance can't predict future results when there's

PREPAREDNESS & PASSION

opportunity to display passion: the Q&A, which is often more important than the pitch itself in gauging the worthiness of the supplicants. But there's a catch: The kind of questions you get can limit how much passion you can show. And investors tend to ask different questions depending in large part on the gender of the person pitching.

Dana Kanze, an organizational behavior researcher at London Business School, has found that investors tend to ask men "promotion" questions — excited queries about their futuristic visions. By contrast, they tend to ask women "prevention" questions — dry, regulatory crap about avoiding possible losses. And boring questions usually lead to boring answers.

"If you ask me questions around my aspiration for the ideal future state of the business, I can give you a passionate answer that will let you get behind this amazing vision that I have," Kanze says. "If I'm not getting that question, you walk away like: You know what? That passion

it manifests in all sorts of subtle and
unsubtle ways

As another of Kanze's papers demonstrates, companies led by women but making something that stereotypically appeals to men (beer, truck accessories) get less funding than women-led companies targeting women (fashion, hammers for smashing the patriarchy). It's not that investors explicitly think ladies have bad ideas or shouldn't have money. They couch their frowny faces at the women-aiming-at-men pitches as worry over a "lack of fit." As the paper puts it, "Early-stage investment decisions are made under conditions of high uncertainty in the absence of historical track records within the entrepreneurship setting where gender is salient." Translation: With no data to go on, the venture capitalists go with their gut, and their gut says "women don't know men like men know men."

This bias is about more than just garden-variety sexism. This sexism is even deeper than that. VCs are also less likely to give money to anyone who performs

Important Considerations to keep in mind

- What assumptions are key to success of the business
- What «gotchas» could change the business overnight?
New Technologies, new market entrants, change in standards or regulations? How much time do you have until?
- What are your company's weak links? How will you address them?

Supplementary Slides...

Any Questions?