

# **PITCHING SESSIONS GUIDELINES**

**TBB.2018**

**17-18.10 at Bella Center Copenhagen**

Each **TBB.2018** exhibitors will have the opportunity to pitch their business ideas to a panel of industry experts. This is an intensive, hands-on exercise which compels the entrepreneur to think critically about the true value, commercialization potential and positioning of their product or idea.

## **1. HOW TO PREPARE YOUR PITCHING SESSION:**

- Each exhibitor will pitch at the stage in front of audience
- A hand microphone and a screen where the power point presentation will be showed are provided in each room
- Each exhibitor will have **4 minutes** for their presentation
- No questions from the audience will be allowed during the 1st round of pitching. Questions will be reserved for the networking sessions in the showroom.
- Each exhibitor is free to use its own power point template
- There's no minimum / maximum number of slides that can be used
- Exhibitors are free to organize the structure of their pitch as they wish, considering the content as described below.

Please adapt the message considering that the audience are potential customers. It is not a presentation for investors.

- Exhibitors are free to bring some samples of their product
- Exhibitors are free to decide which members of their company will do the pitch but it is highly recommended, due to time constrains that only one or two persons do the pitch
- Please contact your InnoEnergy Business Creation Offer in order to prepare your pitching session.

## 2. How to submit your presentation:

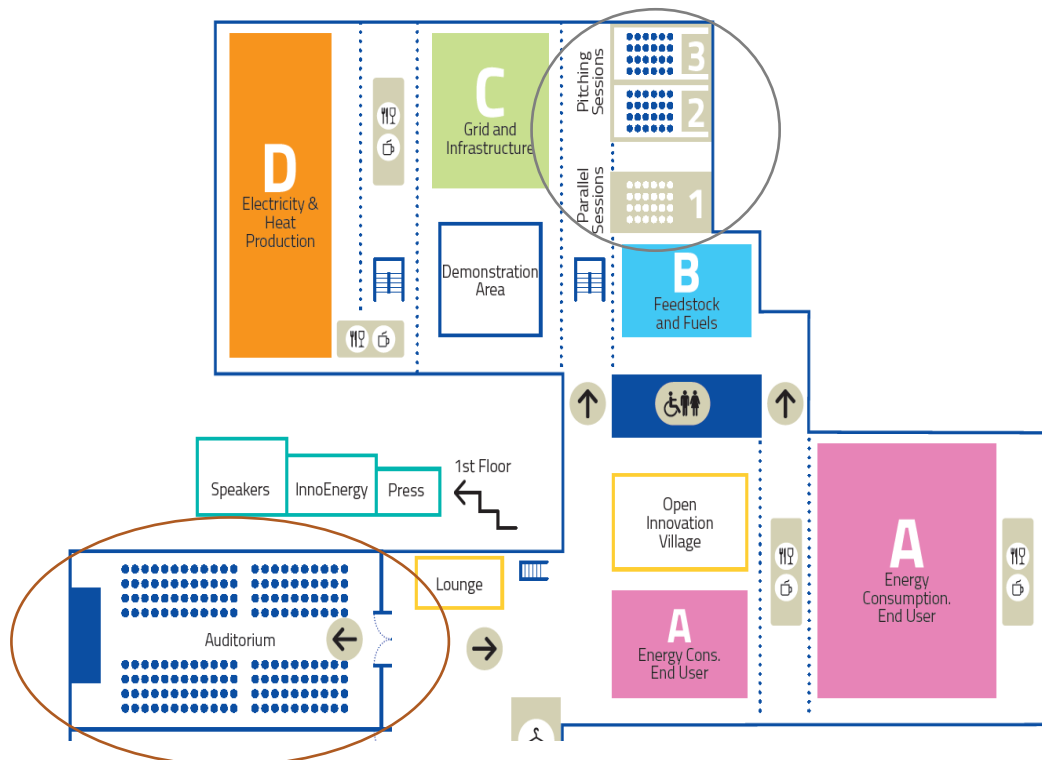
- **Presentations – must be submitted until 9 October 2018 by email to:**  
[Viktoria.Schober@innoenergy.com](mailto:Viktoria.Schober@innoenergy.com) and [Miriam.Casablanca@innoenergy.com](mailto:Miriam.Casablanca@innoenergy.com)
- No presentations, with no exception, will be accepted after the deadline.
- Please name your presentation with your company name (ventures)  
Do not use general terms as “Tbb. Pitching” or anything similar.
- No LAST-MINUTE changes in the presentation itinerary will be allowed. Once we have published the order, we expect you to present at the given time slot.
- Please do inform us before 25 September in case you will not participate.

## 3. Where to pitch: Rooms at Bella Center

Pitching Sessions will be held as parallel sessions in our Breakout rooms 1,2 and 3 in Hall B.

The finalist selection will take place at the Auditorium.

### Floorplan of Bella Center Copenhagen



## 4. THE EVALUATION CRITERIA

### **Round 1 – Finalist Selection**

Format: 4 minutes

The Top 5 companies as determined by a voting system will move on to Round 2.

ONLY the industry delegates attending the sessions will be allowed to vote for their favorite pitch.

### **Round 2 – Winners Selection**

From the 5 finalist companies, 3 will be the final winners

Format: 4 minutes speech + 4 minutes questions from the jury

The following aspects will be taken into consideration for evaluating each pitch by the jury:  
(Please note that you must not follow these points one by one, this is just a general overview of all the important aspects of a pitch speech)

## THE PRESENTATION

Factors that to be considered:

- Timing
- Structure of the presentation (is the presentation is clear, concise, confident, professional and stayed within the 4-minute time frame)
- Others things that will take into consideration is that the pitch is compelling, easy to understand, and focused around a clear-value proposition.
- The ability of the presenter to engage and maintain interest level

## VALUE

## PROPOSITION

We will take into account the description of the solution, how it is solved (product or service concept), its uniqueness and the customer benefits. **Try to quantify the value proposition as much as possible to show clearly the benefits of your solution (e.g. reduction of costs of 20%)**

### DESCRIPTION OF THE SOLUTION:

Innovativeness, viability and feasibility are aspects to be evaluated. You should explain in what consists your solution and how it works. In case the technology is patented mention it as it could be also a differentiating point for your business.

## BUSINESS

## MODEL

The presentation shows how the venture creates value and how it appropriates that value. It is important to show the robustness and attractiveness of the business models. The pitch shows also an understanding of operations – how the company will make money (for non-profits fundraising) and deliver their products and/or services. The pitch also demonstrates an understanding of the competitors and alternatives and shows the competitive advantage with respect to the competitors.

**Tips: credentials**

**In case you have already customers or technology partnerships with industrial players or other institutions. It would be worth to show them as this would give credibility to your business**

## TEAM

Aspects that will be valued from the jury are:

- a) Complementary of team
- b) Previous entrepreneurship experience
- c) previous industry experience. As an overall insight the presenters would transmit confidence in the team and should show that there is a strong and results driven team capable to bring successfully the business idea to the market

## 5. PROPERTY

Please note that all pitching sessions will be recorded and some pictures during their pitching will be taken. InnoEnergy is free to use, the recorded material and to distribute it between its partners. This recorded material could be also used with marketing and communicational purposes

## 6. QUESTIONS & COMMENTS

If you have any questions or comments regarding to your participation at the Pitching Sessions you could contact the Organizing committee by email to: [tbb@kic-innoenergy.com](mailto:tbb@kic-innoenergy.com)

## 7. Our QUICK PITCH TIPS

**Pitch Solo.** The problem with having two (or more) people pitch is that it's distracting. The audience can't follow as easily. It's made worse when transitions between presenters are clunky, or seemingly at random. Or when presenters interrupt or talk over one another. Having one presenter allows you to pick the strongest person for the job, and lets that person get into their own rhythm. You might have someone else controlling your PowerPoint slides (for example) but stick to one person who does the talking. This doesn't mean you don't reference your other team members and highlight their skills and the value they bring to the company. Just don't have everyone presenting.

**Tell a Story.** Even in a short presentation you have time to tell the audience a story and improve your chances of creating meaningful context. Yes, we need to understand things like market opportunity, competitive advantages, business models, etc. but it's the story and relevancy it creates in our lives (or the lives of other people we think about at that moment) that make the presentation worthwhile and memorable. Stories can be extremely varied, but your best chance of creating a story is near the beginning, as you're describing the problem that you solve. Make that problem relevant to me and I'll pay much more attention.

**No Wimpy Words.** Wimpy words diminish credibility and the power of a presentation. "I think..." is wimpy. "We believe..." is wimpy too. It. Another classic, "What we're trying to do..."

You're not trying, you are. Simple as that. Even if you haven't even started your business, you're already doing it, not just trying to do it.

**Practice.** Very few of us are natural presenters. Practice in front of a mirror. Practice in front of your team members. Practice in front of other people. If you come across too robotic, and your presentation appears too memorized it's very difficult to bring out the necessary passion and excitement. It's hard to capture the audience's attention when every word is perfectly spoken, spaced out and said in a monotonous, even tone. So practice. Practice. And practice some more. Then forget everything you've memorized and just do it.

### **Keep Track of Time.**

**Keep it Simple.** avoid anything that's overly complicated when explaining your startup. Keep things simple. And be careful about trying to teach, especially in short presentations. Audience want to be convinced that there's a big enough opportunity in what you do and they need to be convinced that you know what you're talking about.

**Humor is Hard.** Cracking jokes in a presentation is risky. Be very careful with humor.

**When Things Fail (And They Will) Power Through.** PowerPoint presentations are notorious for not working just when you need them. When something goes wrong, you have to power through it. It's extremely hard to do, although lots of practice will help.

**Don't Look Back.** When your presentation does work, and they put it on a big screen behind you, don't look at it. When you look back, you lose eye contact with your audience. You're giving yourself the opportunity to be distracted and it can easily break your rhythm. Do your best to avoid looking back.

**Tell audience What they are About to See.** Another difficult thing to do is to talk ahead of the slides that you're showing. Tell the audience what they are about to see on the next PowerPoint slide (without saying, "What you're about to see...").

**Tell Us What You Do Upfront.** Within the first 30 seconds of your presentation audience needs to know exactly what you do and why they should care. If you can't get that boiled down into 30 seconds, and you can't start your presentation with that information, you're going to the audience

**Don't Save the Best for Last.** This is a common mistake – people want to end with a punch. Too often people leave this until the end when most people have stopped paying attention.

**But Don't End Weakly.** No surprise, the ending still has to be strong. The end of your presentation is there to hammer home your key messages, the things you absolutely want people to remember when they leave and talk about you (and your presentation) for days thereafter. The ending doesn't have to be flashy, it has to be concise, convincing and concrete.

**Pitching is hard**, whether it's on stage, in a boardroom, on a conference call or anywhere else for that matter. Most of you are not natural born sales people. It takes work and practice. But without a doubt you can improve at it 😊 Good luck!

**Fairness and proper behavior are expected from all the participants and in case of non-proper behavior the organization may decide to exclude the participants from the competition to its own discretion.**

## **8. Last but not least: THE PRIZE**

After the first round of speeches, 5 companies will be selected as finalists

These 5 finalists' companies will present their speech to the jury during the "TBB.2018 Pitching Contest".

From these 5 finalists, 3 companies will be awarded with the final prize:

- First Finalist: 10.000 euros
- Second finalist: 3.000 euros
- Third finalist: 3.000 euros

**NOTE: NOTE: The winners of our monetary prize from 2016 and 2017 are not eligible for a monetary prize at this edition.**