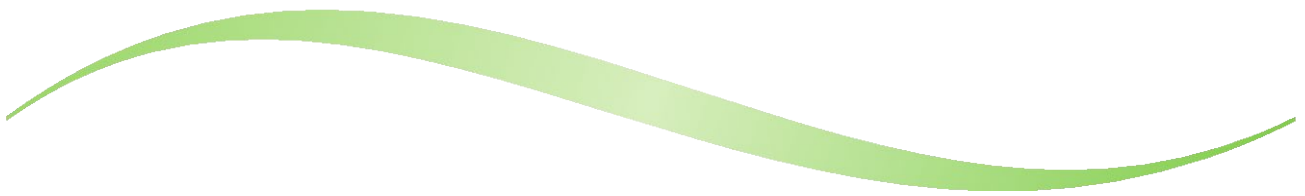




Pitching Sessions Guidelines

TBB2023

18 and 19 October 2023. RAI Amsterdam, Netherlands





Each of the **TBB.2023** exhibitors will have the opportunity to pitch their business idea to an audience of investors and industry experts. This is an intensive, hands-on exercise which compels the entrepreneur to think critically about the true value, commercialisation potential and positioning of their product or idea.

INFORMATION ON PREPARING YOUR PITCHING SESSION

- Each exhibitor will pitch at the stage in front of an 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 is no minimum / maximum number of slides that can be used – but please be aware of the time limit
- Exhibitors are free to organise 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 and/or 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 constraints that only one or two persons do the pitch
- Please contact your EIT InnoEnergy Innovation team in order to prepare your pitching session.



2. How to submit your presentation:

- Presentations – must be submitted by 27 September 2023 by email
to: tbb@innoenergy.com with subject line PRESENTATION TBB2023
[Company Name]
- **Without exception, presentations will not be accepted after the deadline. Companies that do not send the presentation on time, will not be able to pitch.**
- Please name your presentation with your company name.
- 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.

3. Where to pitch: Level 1, RAI Amsterdam, Netherlands.

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

The finalists selected will pitch at the Plenary Room on 19 October.

4. THE EVALUATION CRITERIA

Round 1 – Finalist Selection

Format: 4 minutes

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

ONLY the 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 to be considered:

- Timing (presentation stayed within the 4-minute time frame?)
- Structure of the presentation (is the presentation clear, concise, confident, professional)
- Is the pitch compelling, easy to understand, and focused around a clear-value proposition?
- The ability of the presenter to engage and maintain interest level

SOLUTION DESCRIPTION

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.

VALUE PROPOSITION

We will take into account the description of the solution, how it solves the problem (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%)**

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) Complementarity of the 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 pictures 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 your participation at the Pitching Sessions you can contact the Organising team by email: tbb@innoenergy.com

7. Our QUICK PITCH TIPS



Pitch Solo. The problem with having two (or more) people pitch is that it is distracting. The audience cannot follow as easily. It is 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 control your PowerPoint slides (for example) but stick to one person who does the talking. This does not mean you do not reference your other team members and highlight their skills and the value they bring to the company. Just do not 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 is the story and relevancy it creates in our lives (or the lives of other people we think about at that moment) that makes the presentation worthwhile and memorable. Stories can be extremely varied, but your best chance of creating a story is near the beginning, as you are describing the problem that you solve. Make that problem relevant to your audience and it will pay much more attention.

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

You are not trying, you are. Simple as that. Even if you have not even started your business, you are 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 memorised it is very difficult to bring out the necessary passion and excitement. It is hard to capture the audience’s attention when every word is perfectly spoken, spaced out and said in a monotonous and even tone. So practice. Practice. And practice some more. Then forget everything you have memorised and just do it.

Keep Track of Time.



Keep it Simple. avoid anything that is overly complicated when explaining your startup. Keep things simple. And be careful about trying to teach, especially in short presentations. The audience wants 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 are 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 is extremely hard to do, although lots of practice will help.

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

Tell the audience What they are About to See. Another difficult thing to do is to talk ahead of the slides that you are showing. Tell the audience what they are about to see on the next PowerPoint slide (without saying, "What you are 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 cannot get that boiled down into 30 seconds, and you cannot start your presentation with that information, you are going to lose the audience

Don't Save the Best for Last. This is a common mistake – people want to end with a punch. Too often presenters 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 does not have to be flashy, it has to be concise, convincing and concrete.



Pitching is hard, whether it is on stage, in a boardroom, on a conference call or anywhere else for that matter. Most of the presenters are not natural-born salespeople. 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 organisation 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.2023 Pitching Awards”.

From these 5 finalists, 3 companies will be awarded with the following prices:

- First Finalist: 10,000 euros
- Second finalist: 3,000 euros
- Third finalist: 3,000 euros

NOTE: The winners of our monetary prize from 2021 and 2022 are not eligible for a monetary prize at this edition.