

# ROCK YOUR PITCH AND MAKE AN IMPRESSION

When pitching, time is of the essence. You have precisely three minutes to weave your narrative and leave an indelible mark. After your presentation, the expert Jury has their turn, two minutes to ask questions and clarifications. It's important to note that there will be a hard stop at the end of each three-minute segment, and no exceptions will be granted.

## Crafting your perfect pitch

Crafting a winning pitch is a blend of structure and creativity. While there's no one-size-fits-all format, there are nine core elements to consider. Consider these as the foundational elements of your presentation, each playing a significant role in the narrative you're about to unveil.

### 1 The Problem

Dive into the world of your client, highlighting the need you're addressing.

### 2 The Solution

What's your innovation? Share its benefits, its stage of development, and any unique credentials.

### 3 The Market

Paint a vivid picture of your clientele and market landscape. Numbers speak volumes, back your vision with data.

### 4 The Competition

Embrace your rivals, but illuminate what sets you apart. Uniqueness is an essential part of your project.

### 5 The Sales Strategy

How will your business thrive financially? Explain your revenue model, market penetration, and strategy.

### 6 The Milestones

Outline your journey thus far and your aspirations ahead. Successes, recognitions, and future objectives.

### 7 The Team

Introduce your key players, their skills and expertise. Also partners, and scientific advisory board if relevant

### 8 The Financials

Take a dive into projected incomes, margins, and cash flow. Past accomplishments and future ambitions.

### 9 The Funding

How much do you need? What's your plan? Investors seek clarity on the journey ahead.

## The Dual Nature of Pitch Decks

For your pitch to resonate, consider the platform you are on. On stage, simplicity holds the utmost importance. Big fonts, minimal text, and no more than three elements per slide are thus highly recommended. There's no slide count limit, only a time constraint. Off-stage, during evaluations you should aim at providing more depth. Thus, we would recommend preparing a second presentation with more information presented on the slide, without sacrificing simplicity and efficiency. This second presentation is your Investor Deck, which you can send to interested people you meet as a follow up.

### Rehearse

Rehearse until your pitch flows effortlessly. Stay on track, on time, and deliver with conviction. Visuals are your allies. Pictures and graphs can amplify your message, adding depth to your narrative. As they say, a picture says a thousand words!

### The Ticking Clock: punctuality matters

Respect the schedule. Your delay will paint a negative and unreliable picture of you to the investors. Your punctuality reflects professionalism and dedication.

### Capturing Attention in a Blink

Your goal is not to explain every detail, but to capture interest. Investors intrigued by your pitch will connect later, giving you ample time to delve into the complex intricacies of your project.

### The Power of Simplicity

Use clear, concise language. Complexity doesn't always impress. Speak professionally, but don't get lost in technical jargon.

### Building Trust Through Presentation

A clear, composed presentation builds trust. Manage your tone, be concise, and listen attentively. Your clarity mirrors your credibility. Be a good listener, being on stage does not imply you should have the monopoly of the talking.

### The Art of Holding Back

You are not obligated to share all your trade secrets. Focus on what makes your venture special without divulging every detail. Investors admire honesty: everybody knows the concept behind Google and what a Ferrari is made of, what makes them special is how they make it happen.

### Lasting Impression: The Contact Details

As your pitch concludes, leave a trail for interested investors. Share your contact details, inviting them to reach out.

## The Evaluation Process

Investors are not there to buy your products, but rather to decide if it is worth it to invest their time, knowledge, network and money to help you grow your business. They invest in companies, not products. Your pitch is therefore not a sales pitch; it is an invitation to a partnership. They evaluate based on:

### 1 Value Proposition

Your business idea's allure.

### 2 Market Potential

The impact and scalability in the market.

### 3 Execution Prowess

Your team's capability to turn plans into reality.

### 4 Financial Standing

Projections, past income, and financial strategy.

### 5 Team Strength

Your team's expertise and strategic alliances.

## The Three Pillars of Success

The "idea" is just one component of your company, so be sure to not leave out the remaining two, which make out the integral three:

### 1 The Idea

A solution to a real problem.

### 2 The Team

A dedicated team turning ideas into reality.

### 3 Execution

Making the idea and team thrive amidst competition.

## Minimizing Risk, Maximizing Honesty

Embrace your vulnerabilities. Address weaknesses and your envisioned solutions to showcase diligence and preparation. Investors will get alarmed if they notice you hiding sensitive parts. Honesty appeals to investors, but evading it does not.

Crafting a compelling pitch is not just about the words you say. It's about weaving a story that resonates, backed by a solid foundation of strategy and preparation.

At EBAN events, the stage is your canvas, and your pitch, your masterpiece.