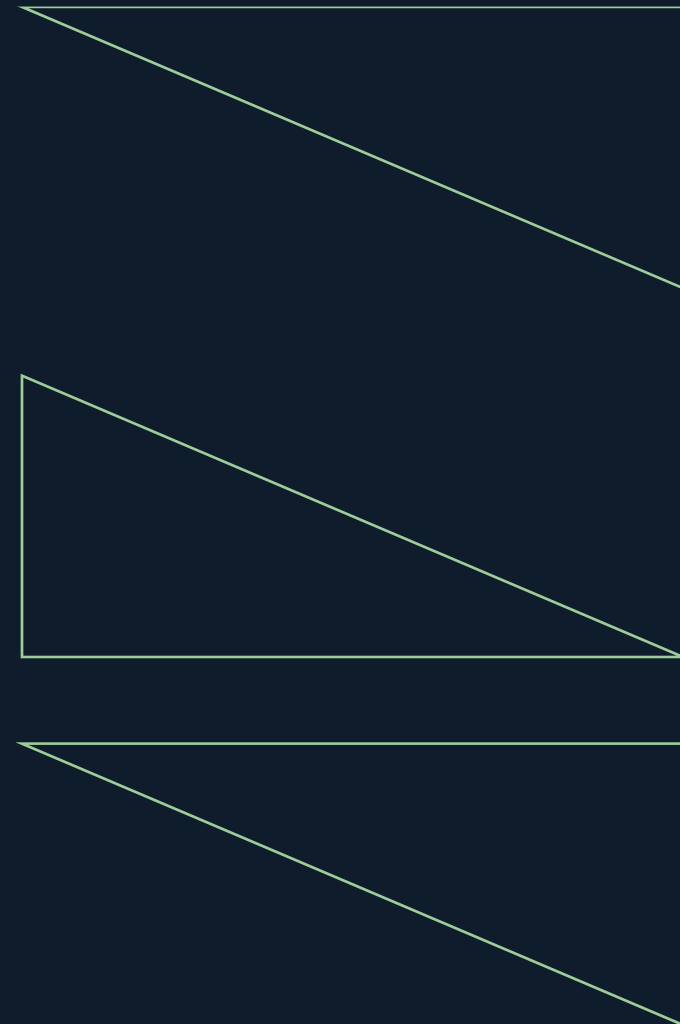


# Pitch Perfect

Annick Verween

+32 492 340 759

biotope <sup>by VIB</sup> | LinkedIn



biotope

# Pitch the perfect information

Annick Verween

+32 492 340 759

biotope <sup>by VIB</sup> | LinkedIn

biotope

**When you give a great pitch, you...**

**CONVINCE OTHERS FASTER**

# Event pitch: know who you're talking to

Do your research

- **WHO** will be at the event and in the room
- **WHAT** matters most to them
- Anticipate their **DOUBTS** & objections
- Who else is in their **PORTFOLIO**
- Pitch Perfect Bioeconomy | Investors

# Pitch perfect: the drill

6 minutes, 7 slides



1 minute, 1 question



follow-up



# Key information investors want to see

- 1 What is the problem you are solving? (Problem)
- 2 What are the current solutions, if any? (Problem + Competition)
- 3 What is your proposed solution? (Solution)
- 4 Why is it better than that of competition? (Competition)
- 5 Why do you win? (team, IP, other USP)
- 6 Why now? (tailwinds, inflection points, etc.)
- 7 How big can this get? (business model, financials)
- 8 How much for what? (ask)

# 1. What's the problem?

- Who has it? How many? How do you know?
- SHORT, we all know the overarching problems
- How is it currently being addressed/solved?

## 2. What is your solution?

- How do YOU solve the problem?
- What is your innovation?
- How does it work?



### 3. What about competition?

- Who are your competitors?
- How are you/will you be different and better?
- Show it

## 4. Why you?

- Why are you the one to bet on?
- What is your IP?
- Who are the people behind your great startup?
- Why are they the perfect people at the perfect spot?
- Who advises you out of which experience?

## 5. Why now?

- What makes you NOW an interesting investment case
- What do you have in your hands?
- What's the status of your technology?
- What interaction/collaboration/traction you already have?

## 6. How big can this be?

- How will your customers pay you & for what?
- What's your pricing model?
- Who are your initial & future customers?
- What are the financial metrics that will drive revenues

## 7. Timeline & ask

- How does the future look like?
- When do you need how much money?
- To do what with it?
- Where will it bring you?

# What not to do: jargon



...increased prevalence of  
**pneumonoultramicroscopicsilicovolcanoconiosis**  
and associated progressive massive fibrosis...

# What not to do: hesitation

We hope to...

We will try...

We think...

We believe...



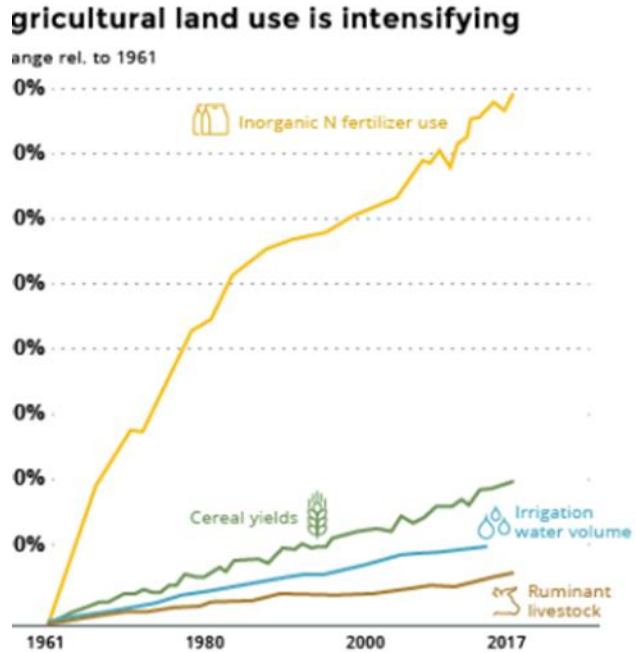
We expect...

We will...

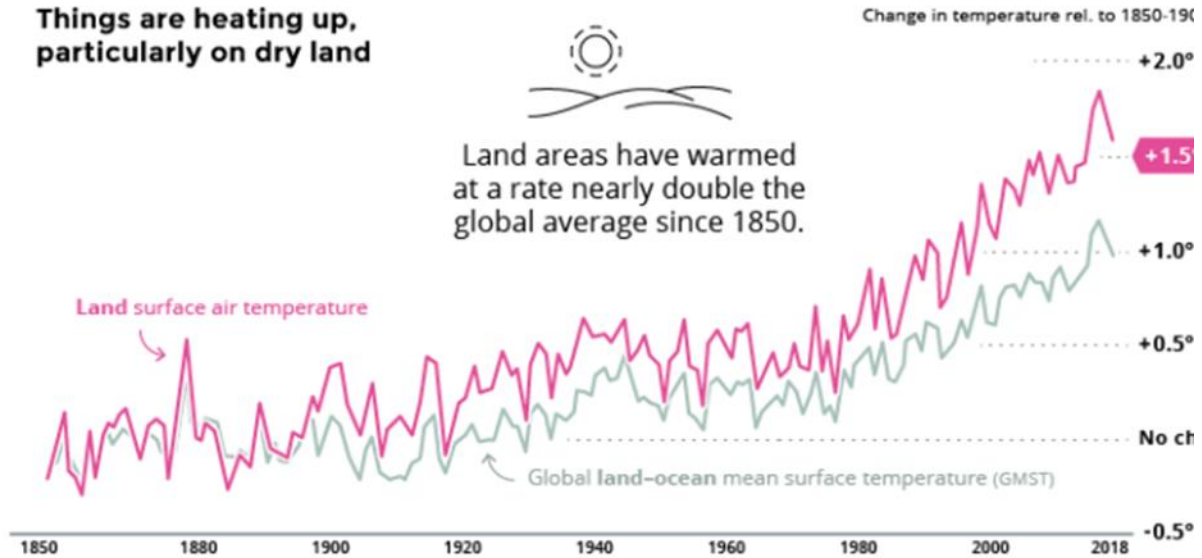
We intend...



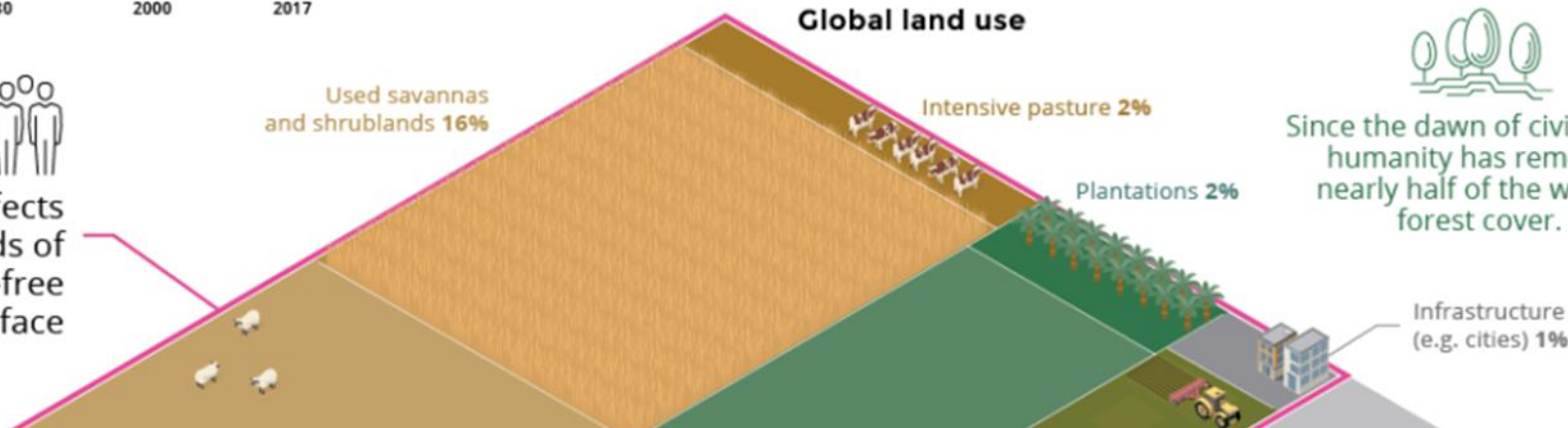
# What not to do: too much information



**Things are heating up, particularly on dry land**



Human use affects nearly two-thirds of the global, ice-free land surface



Since the dawn of civilization, humanity has removed nearly half of the world's forest cover.



# What not to do: too much information

## Only 60 years of farming left if soil degradation continues

---

SCIENTIFIC  
AMERICAN



REUTERS



SOURCE: UN





# What not to do: improvise

*Image courtesy of Frankie Fouganthin*





# What not to do: improvise



## Summary (my ask ;-))

- ▶ Know who you're taking to, so prepare
- ▶ Build an appealing story in 6 minutes with max 7 slides
- ▶ Less is more, but make sure your audience understands
- ▶ Be confident, but do not (over)promise the stars
- ▶ Rehearse, rehearse, rehearse
- ▶ Send ppt in 16:9 by November 22 to [Anneleen.De.Vriendt@bbeu.org](mailto:Anneleen.De.Vriendt@bbeu.org)

