

Horizon 2020

SME Instrument

EIC Phase 2 Interviews

Pitch Deck Template



Company Purpose

- What is your mission?
- Describe the company and what you do in one sentence.

Problem & Solution

- What is the customer pain?
- Is there currently a problem/unmet market need?
- Tell a short story about how your innovation is unique in alleviating this pain or fulfilling customers' needs.

Value Proposition

- How do your customers value your offering?
- Define and assess the concrete benefits a customer gets from using your products or services.

Market Opportunity & Risks

- What is the market creating potential?
- Give a prediction of the size of the target market and the share you intent to capture.
- Explain how your product will transform the market.
- List the main risks related to your innovation and how you deal with them.

Competition

- Who is the competition and where are you?
- Show how you will overtake the competition.

Business model

- How do you make money?
- Outline the revenue model, pricing, cost structure and schedule of when the revenues should be coming in.

Commercialisation & Marketing Strategy

- What is your plan to reach your customers and to enter the market?
- Give approximate time to market deployment and provide proof of early market traction, if possible.

Financial Projections

- What are your sales, clients and investment (i.e. VC, PE, etc.) projections?
- What will you do with the money received?
- Provide details on the level and nature of investment attracted to date and how EU funds will contribute to the project.

Team

- Who are the key team members and other relevant players (i.e. partners)?
- Convince that the team has the determination, forcefulness and expertise to achieve the commercial success of the innovation.
- Highlight previous commercial successes achieved by the team

Conclusion

- Closing summary to convince and leave a lasting impression.