



How to prepare your pitch for your application to EARASHI ?



EARASHI is an EU project funded by Horizon Europe under GA 101069994



Call information

Call deadline: **12th May 2023, 17:00** (Brussels Time)

For further information: <https://earashi.eu/open-calls/>

contact: info@earashi.eu



Funded by
the European Union



Why Pitching?

To show the business value of
your project (Business Case)

Reminder: Evaluation rules

Criteria	Associated documents
Excellence	These 3 criteria will be evaluated through the proposal description (pdf document)
Impact	
Implementation Quality	
Business Case	These criteria will be evaluated through the recorded pitch

- Each criterion will be scored from 0 to 5
- Each individual criterion score must meet the minimum threshold of 3
- The total sum of the individual scores must reach the minimum threshold of 13 points

Don't underestimate the quality of your pitch



Funded by
the European Union



To share your vision



FEDERATE



CONVINCE



SELL



What is a pitch?

- ✓ A pitch is a marketing presentation focused on your value creation
- ✓ A concise presentation
- ✓ Storytelling with “To the point” ideas and key messages



The Evaluation



Non eligible proposals

- If your proposal is declared as non eligible, the pitch will not be scored (score=0)
- Note: BLUMORPHO will deliver support to all the companies selected in EARASHI, no need to mention BLUMORPHO in your application



Funded by
the European Union

EARASHI is an EU project funded by Horizon Europe under GA 101069994



Evaluation criteria : 5 criterias

+ transversal criteria also considered

- **Market Attractiveness**: market size, and ambition of the company on this market.
- **Differentiation**: Unique Value proposition: patents ? How the company manages the competition
- **Business model**: do you capture the value ? Note: licencing is rarely a good business model in hardware
- **Quality of the team**: Does the team has a relevant experience in the same domain ? Do they have all the critical positions filled ?
- **Strategic fit for the company**: is it in the core strategy ? Is it a diversification ? Does EARASHI bring a significant support to the company's ambition ?

Transversal criteria: Sustainability and circular economy”, “Environment and low carbon economy contribution”, “Equal opportunities, gender balance and diversity”, “Social impact”



Funded by
the European Union

EARASHI is an EU project funded by Horizon Europe under GA 101069994



How the evaluation looks

- Average note = 3,32



Comment : Eminuit autem inter humilia supergressa iam impotentia fines mediocrium delictorum nefanda Clematii cuiusdam Alexandrini nobilis mors repentina; cuius socrus cum misceri sibi generum, flagrans eius amore, non impetraret, ut ferebatur, per palatii pseudothyrum introducta, oblato pretioso reginae monili id adsecuta est, ut ad Honoratum tum comitem orientis formula missa letali omnino scelere nullo contactus idem Clematius nec hiscere nec loqui permissus occideretur.... bla bla bla



Funded by
the European Union

EARASHI is an EU project funded by Horizon Europe under GA 101069994



Dos and Don'ts

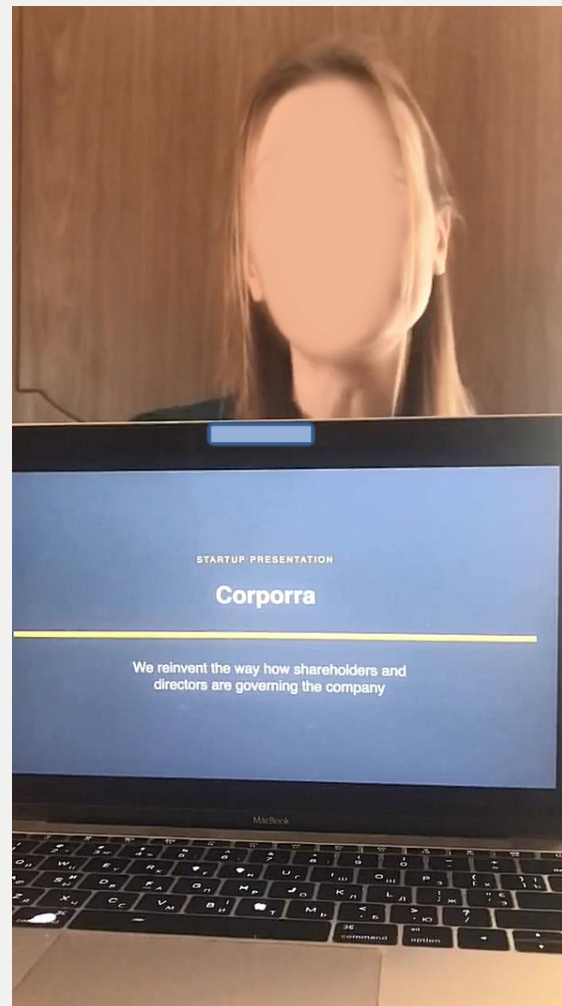


Usual mistakes

- ✓ Don't try to say everything: the full business plan in 7 minutes
- ✓ Avoid technical details:
 - ✓ Don't try to explain the technology but explain how it generates business
- ✓ Don't oversell:
 - ✓ We will become world leader ...the new paradigm...
 - ✓ Mix between Blue Sky Pictures and Facts & Figures
- ✓ If financial data: only key figures, not the full tables
 - ✓ Revenue perspective in 3 or 5 years



DON'T do this



Slides can't be read



Technical issue



1 min face cam instead of 7 min pitch with slides



But also don't:

Hire a Voice Actor to introduce the project

Use of a synthetic voice

No voice at all: just animated text

**If you do this, we miss an essential element:
the team**



Funded by
the European Union

EARASHI is an EU project funded by Horizon Europe under GA 101069994

Don't share too much information



Limit the number of slides

Try not to overload the slides, the reviewer has a limited amount of time to review your information

The information must flow



About the use of video in your slides....

Don't share a product promotion video: the video must be specific

Video can be helpful, but share only useful information content



Funded by
the European Union

EARASHI is an EU project funded by Horizon Europe under GA 101069994



In addition...

The evaluation team must not search for the information in the documents

A« bad » pitch requires more time to assess –

The longer the assessment, the lower the score



Funded by
the European Union

EARASHI is an EU project funded by Horizon Europe under GA 101069994



What are the rules?

The format of the pitch has mandatory content (see slide 24)

Slide deck will be mandatory / or video editing

Must be recorded by the applicant : no synthetic voice, or voice actors

Minimum time for the pitch – 6 to 8 minutes

We will only use the videos for business assessment: if information is missing, the score will take it into account.



Funded by
the European Union

EARASHI is an EU project funded by Horizon Europe under GA 101069994



To record your pitch

- Use Powerpoint (cameo function) or an online meeting software Teams, Zoom...
- Switch on your camera
- Launch the recording with your slides in presentation mode
- If you don't have access to an online meeting software, you can use a messaging software like **Loom** (free download on loom.com).

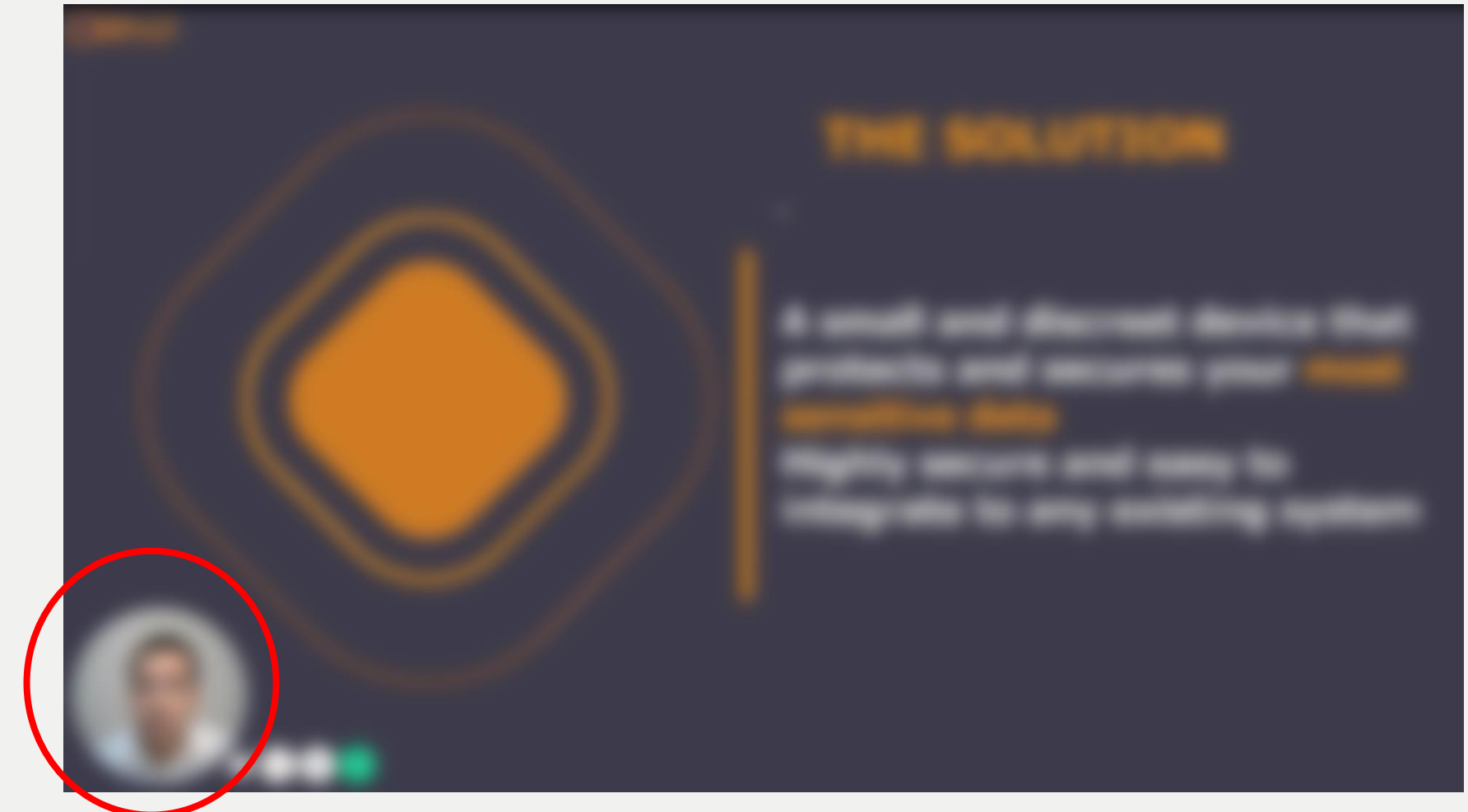


Funded by
the European Union

EARASHI is an EU project funded by Horizon Europe under GA 101069994



The best format: slide deck with a video



EARASHI is an EU project funded by Horizon Europe under GA 101069994



File size

The file size limit for the 7 minutes video is 128 megabytes. Larger files will not be accepted.

For the video uploads, we prefer the same format and settings as YouTube. These are:

- MP4 video

- SD resolution (480p)

- H-264 codec for video, 800 kbit/s quality.

If needed, convert your video (VLC - <https://www.videolan.org/>.)



Funded by
the European Union



The Content



What we expect from your presentation

- The 7 min pitch must be a description of the business potential of the solution to be developed in EARASHI
- It slightly differs from the IMPACT section of the 10 pages application document.



Funded by
the European Union

EARASHI is an EU project funded by Horizon Europe under GA 101069994



Content of the presentation

1. Companies' profiles (consortium profile)
2. Introduction of the project management team
3. Selected technology building block
4. Targeted challenge & problem solved
5. Definition of the product/solution to be developed
6. Unique Selling proposition: the customer perspective – the perceived value
7. Competition: ecosystem
8. Exploitation strategy: how would you exploit your development after EARASHI? (For each consortium member)
9. How does the project fit your company goals & strategy?
10. Time to market: expected level of demonstration at the end of the project – potential customer demonstration
11. Expected growth at the end of the project (revenues, people...)



Funded by
the European Union

EARASHI is an EU project funded by Horizon Europe under GA 101069994



Content of the presentation

1. Companies' profiles (consortium profile)
2. Introduction of the project management team
3. Selected
4. Targeted
5. Definition
6. Expected
7. Exploitation (member)
8. How do
9. Expected
10. Expected growth at the end of the project (revenues, people...)

This slide is here to help you to gather the information

THIS IS NOT A TEMPLATE OR A FORM TO FILL

YOUR PITCH MUST TELL A STORY

consortium

ion



Funded by
the European Union

EARASHI is an EU project funded by Horizon Europe under GA 101069994



Presentation of the companies: consortium's ID

- When were the companies created ? When did the collaboration between the two companies started?
- Size / approx. turnover for both companies
- Company profile: SME / Midcap / Startup
- Standard businesses
- Are you startups? If yes are you backed by investors ? Are you looking for investors ?



Funded by
the European Union

EARASHI is an EU project funded by Horizon Europe under GA 101069994



Presentation of the companies: consortium's ID

- When were the companies created? **2013 and 2009** When did the collaboration between the two companies started? **2015**
- Size **12 & 33** / approx. turnover for both companies **1M & 3M**
- Company profile: **SME** / Midcap / Startup
- Standard businesses **Robotics systems sales**
- Are you startups? If yes are you backed by investors ? Are you looking for investors ? **No**

**You could be tempted
to do this**



Funded by
the European Union

EARASHI is an EU project funded by Horizon Europe under GA 101069994



Presentation of the companies: consortium's ID

- When
- betw
- Size
- Com
- Stan
- Are y
- inves

AGAIN ! This is not a Template !

Filling a form is not a marketing approach

TELL US YOUR STORY

n

looking for



Funded by
the European Union

EARASHI is an EU project funded by Horizon Europe under GA 101069994



Potential of the project team

Your ability to execute

Would you invest in this team ?

For Start-ups: introduction of the founding team

For SMEs: who are the people involved in the project.

Can be part of the consortium presentation or separate slide



Funded by
the European Union

EARASHI is an EU project funded by Horizon Europe under GA 101069994

What is the problem – use case scenario

- What is the use case ?
- What is the problem ?
- Why is it important to solve this problem ?

We usually recommend to start with the problem. It can be mentioned even before the company presentation.





What is the solution you want to develop and what is the expected contribution of EARASHI in the solution

- Don't enter into the technical details, this is available from the application document.
- Explain how EARASHI contributes to the innovation of your product? Which Building blocks and why?

Companies tend to spend too much time on this, make sure to only give facts. The technical evaluation is done by technical experts elsewhere.



Funded by
the European Union

EARASHI is an EU project funded by Horizon Europe under GA 101069994



Unique Value Proposition

Increase the gain and reduce the pains... and is Unique

- Oriented towards your customers
- The value you bring must justify why they should purchase your solution over your competitors
- Key word: **Unique**



Funded by
the European Union

EARASHI is an EU project funded by Horizon Europe under GA 101069994



Differentiation

- Differentiation allows you to offer a Unique Value Proposition
- It has to be protected and sustainable
- It should reinforce entry barriers for potential newcomers.
- Few examples of differentiation variables :

Technology

Intellectual property

Business model

Distribution network

Etc.



Funded by
the European Union

EARASHI is an EU project funded by Horizon Europe under GA 101069994



Differentiation \neq UVP

Diff.

- Internal
- Trade secrets
- Part of company strategy

UVP

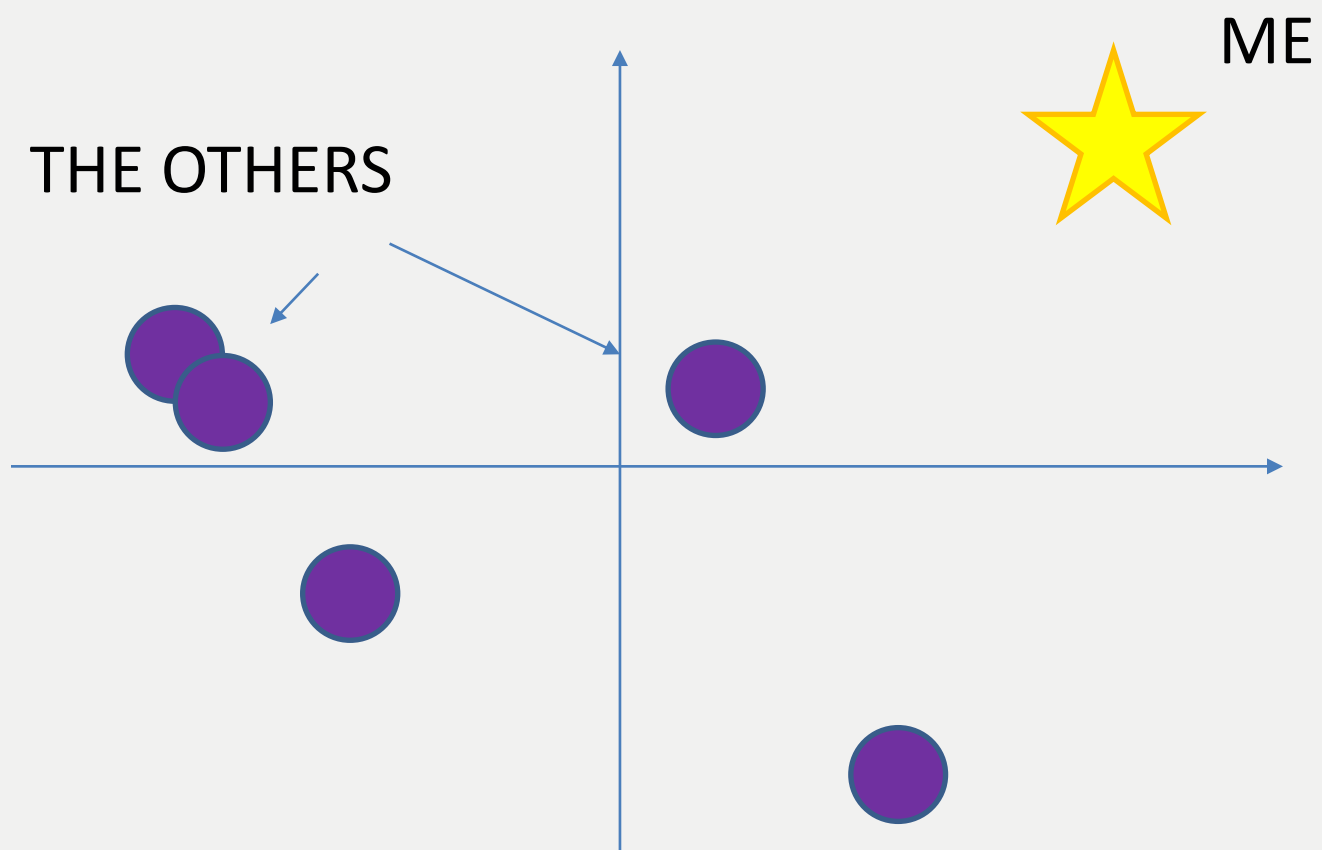
- External
- Public information
- What the market sees



Funded by
the European Union

EARASHI is an EU project funded by Horizon Europe under GA 101069994

Competition



	★	●	●	●	●
FEATURE 1					
FEATURE 2					
FEATURE 3					
FEATURE 4					
FEATURE 5					

Tip: USE A VISUAL REPRESENTATION OF THE COMPETITION



Funded by
the European Union



Market drivers & trends

- Market drivers are the reasons why the market will be **big and grow**
- **Warning:** standard high level market figures does not help to understand the market
- Explain your figures



Funded by
the European Union

EARASHI is an EU project funded by Horizon Europe under GA 101069994



Market strategy

(for each applicant)

- **Targeted market segments / Targeted customers / Positioning in the value chain.**
Who will be your customers? Business model ?
- **Market penetration strategy / Go to market**
How are you going to address these customers. Do you already have a market access ?
- What is the link with your existing activities? Is there any modification in your current business strategies ?





To conclude... Beyond EARASHI

- What is the time to market ? Do you plan customer demonstration by the end of the project?
- What value will it generate for the companies ? Expected increase of turnover ? Expected increase of employees?
- How are you going to finance the next steps ?
- What will be the long term collaboration between the two companies?





One more thing...



How many slides ?

ONE SLIDE = 1 MESSAGE



Funded by
the European Union

EARASHI is an EU project funded by Horizon Europe under GA 101069994



THANK YOU

Contact us for any questions on the pitch at corporate@blumorpho.com