

# TIPS FOR MAKING A VIDEO PITCH

- Prepare a 5-minute video pitch of your project, in English, and so that evaluators see also your slides
- Slides: maximum 10 slides, large font size, speak to a non-scientist, show your personality
- Outline for presentation could be this (these questions are examples what is the purpose of each topic):

## 1. Unmet medical/clinical need(s)

- Description of the problem
- How common/large is the problem; what is the impact of it in different levels? (individual/service providing/system...)

## 2. Your solution and value proposition

- How do you solve the problem and what is "magic" behind it?
- **Show preliminary evidence (scientific or demo), justify your claims**
- Value proposition - a promise of value to be delivered, communicated, and acknowledged. It is also a belief from the customer about how value (benefit) will be delivered, experienced and acquired

## 3. Uniqueness of your solution and comparison with competing solutions

- Could be science, technical, financial, efficacy, usability, time, money etc.
- Main differentiators to known competitors

## 4. Market niche and size

- What is the market opportunity within your specific category? Could be regional (Europe/US/Asia...) data.
- If not known, how common the problem(s) is and what is the cost of it?
- Is there a trend that is growing the market size?

## 5. Business model and go-to-market

- How you plan to make money out of this; what is your business model?
- Who are your key reference customers, and where is your main market?
- How you plan to reach the customers and end users?

## 6. Team and partners/collaborators

- Experience, expertise and credentials of team members and partners
- What expertise is needed more?

## 7. IP and regulatory aspects

- What is the status of your intellectual property? Plans for the future?
- What regulatory requirements you need to follow? Plans for the future?

## 8. Current development stage

- What have been achieved so far (and/or especially past few months)?
- What are our future plans: near term and in longer run? Timeline for those?

## 9. Required resources (plan for next steps)

## 10. Open questions and challenges for which you request support

If you will be selected, you will have a 20 min. discussion with our international evaluation panel.