

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.