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.