



Access2EIC

National Contact Points for Innovation



EIC ACCELERATOR:

2023

ANNOTATED PITCH DECK GUIDE FOR THE SHORT PROPOSAL



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Introduction

DISCLAIMER: The “Annotated pitch deck guide for the short proposal” is provided for information only and reflects solely the view of the authors.

This guide has been written as part of the Access2EIC project, a Coordination and Support Action funded by the European Commission under Horizon Europe with the aims to empower European Innovation Council and European Innovation Ecosystem National Contact Points (NCPs) and facilitate cooperation among them to provide enhanced services across Europe. One of the objectives of the project is to identify and share good practices and key success factors based on the experiences of previously funded projects and improving the set of tools and thus the efficacy of the NCPs' assistance.

This guide is created with the aim to help applicants to prepare a proposal under the first step of the EIC Accelerator and to support them with suggestions and tips for their pitch deck, which is one of the elements to be provided during proposal submission.

The short application must be submitted through a dedicated platform (the AI tool) and includes a mandatory step before starting the submission, called the diagnostic module. Within this module the AI tool analyses the information you provide about your project and gives you a guiding assessment of your idea based on some quantitative scores (not binding). This assessment is only informative but can give you some early warning in case your innovation is just incremental.

At the end of this step, you can already start the submission process as such of the short proposal. This submission process includes 3 key elements:

- An online form comprised of a series of questions describing the details of the innovation you are presenting including information about the market and your team.
- An attached pdf document containing a pitch deck of a maximum of 10 slides to show the content of the proposal.
- An attached video of a maximum of 3 minutes, where the team (max 3 people) presents the idea and the motivation.

Each of these parts allows the applicants to enrich the information about their projects in different aspects.

- ✓ The questions in the platform allow you to explain your project predominantly with a textual description.
- ✓ The video allows you to provide a more immediate and direct impression of the team and its potential.
- ✓ The pitch deck document allows you to illustrate your project using data, tables, graphs, images, or useful links, in an effective and complementary manner.



Aim and content

EIC Accelerator in brief

The EIC Accelerator supports companies to scale up high impact innovations with the potential to create new markets or disrupt existing ones. The EIC Accelerator provides a unique combination of funding from EUR 0.5 to EUR 17.5 million and Business Acceleration Services.

The EIC Accelerator focuses in particular on innovations, building on scientific discovery or technological breakthroughs ('deep tech') and where significant funding is needed over a long timeframe before returns can be generated.

The EIC Accelerator supports the later stages of technology development as well as scale up. The technology component of your innovation must therefore have been tested and validated in a laboratory and other relevant environment (e.g. at least Technology Readiness Level 5).

The pitch deck is a 10-slide presentation to be uploaded in pdf format in the AI tool at the end of the short proposal submission stage. This document allows you to expand on the written questions from the platform in the key dimensions of your proposal, namely your value proposition, your key markets, your business model and your upscaling strategy.

Since there is no specific template, the aim of this document is to illustrate how to effectively structure the pitch deck with suggestions on what to include in each slide.

The guidelines and advice provided in this document are the results of the experience of Horizon Europe EIC NCPs that had the opportunity to interact with successful applicants of EIC Accelerator proposal. The proposed pitch deck structure is **not binding** but just an indication on what should be included for the purpose of this stage of the proposal. The company is free to modify the structure and the order according to the specific need of the project, maintaining as much as possible all these elements. The bullet points are not an exhaustive and mandatory list but just a guideline.

NOTE: In the full proposal you will be requested to upload a pitch deck again. Even if you can start from these slides to prepare the full proposal pitch, we suggest to modify the structure & the content to ensure it does fit your oral speech during the interview.



PITCH DECK STRUCTURE

Cover Slide

- Company name
- Project title
- Describe the mission of the company (in a short sentence)

Problem to be solved

- Describe the problem to be solved and the needs of the key target group(s)/the customer.
- Try to quantify the problem, e.g. by stating costs
- Describe how the innovation helps to solve the problem.
- Insert numbers of market needs related to the problem to be solved.

The innovative idea/service/process (2/3 slides)

- Describe your solution including, if possible, images of the prototype (if any) or show the most promising data about the innovative project.
- Demonstrate that the solution is real and is working in a relevant environment (TRL 5/6)
- Describe what you have done till now to reach this level of development.
- Describe the key technological dimensions of your innovation, including, when relevant, key IP assets and your IP strategy.

The Company

- Describe your company and the team (Pay attention to the gender dimension)
- Describe the team using photos, and include her/his role (Founders, CEO, CFO, CTO...) and the expertise they bring to the project.
- If it will be necessary to expand the team by enriching it with missing skills, list the key persons/needed expertise to be hired.
- If you have a company website, include the link and keep it updated, include links to public presentations of the company and/or product.
- Describe your company Cap Table showing if you have some investors on board.

Market size

- Market opportunity: describe the addressable target market, the size and the segmentation. Start with the outlook of the market showing graphically what is written in the application form. Insert links to data sources.
- Mention your beachhead market, if applicable



Competitive solutions

- Describe your unique selling point: what you do well and what customers want (needs).
- Describe the competitive advantage in terms of commercial and technical point of view.
- Compare yourself with your key competitors according to such unique selling points: (Ideally no more than 5 competitors). Insert link to data sources if needed.

Development Roadmap

- Insert the financial projections for the scale-up phase.
- Explain the need of the EIC Accelerator, how much budget you are going to ask and why it is important for the company to be supported by this scheme now.
- Insert a table or a graph with next steps to be achieved by the company to reach the market including information about Technology Readiness Level and Business Readiness Level.
- Specify which part of the innovation development and commercial deployment will be covered by the EIC grant and what by the investment component (if any). Be aware that your real budget is required during the full proposal. In this step, only rough info is needed on this.

Business model

- Include the key elements of your business model.
- Indicate the market approach and revenue streams (B2B, B2C, SaaS etc.)
- Specify if you are going to sell or license your product/service
- Specify your unit economics
- Include figures related to the revenues to justify the EIC support.
- Provide an outlook for financial years and indicate key numbers (e.g. breakeven) (the suggestion at this stage is to provide an overview of 2 or 3 years financial forecast).

Conclusion

- Summarize the most important information and reiterate why you are the right team for this project (multidisciplinary expertise of the team, IP assets, onboard investors etc.). No more than 3 takeaway messages.



Tips from NCPs

1. Use powerful, clear and short sentences. As this pitch is not going to be presented ensure the whole sentences included make sense in their own when read.
2. Extract a key message per slide and use it as headline.
3. Use graphics, diagrams, tables, pictures to better explain the contents, complementing the information you provided in the short proposal. When using graphical data, ensure that the units and the figures are fully readable. When using pictures ensure they are high quality.
4. Show your technology working in a relevant environment to support your stated TRL.
5. Show your team including pictures & competences in the slides and make sure that it is consistent with the people that are shown in the video.
6. Include information from your website, social media and other relevant channels where the evaluators can eventually see your progress.
7. Use the official logo and the corporate design of your company to show that you are professional.
8. Avoid inconsistent information between the pitch deck and the short proposal
9. Do not duplicate information and contents in the pitch deck.
10. Make sure your pitch deck is tailored to the EIC Accelerator short proposal.



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ACCESS2EIC is a 84-months coordination and support action aimed to empower and facilitate transnational cooperation within the network of National Contact Points - NCPs focused on the Horizon Europe European Innovation Council - EIC and the European Innovation Ecosystems - EIE. It involves a consortium made of formally appointed NCPs.

ACCESS2EIC comprise a network of 16 partners:

1. AGENZIA PER LA PROMOZIONE DELLA RICERCA EUROPEA (APRE), Italy
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