➤ What solution is the company offering to address the market problem?

➤ What will the market look like once your solution has been implemented?

➤ Traction: Put forward your technology, patents, and your technology readiness level.

Identifying the market

Which market is the startup's solution targeting?
How does this market look? Is it growing fast ?

TAM SAM SOM model :

- TAM (Total Available Market) :
total market demand for a good or service

- SAM (Serviceable Available Market) :
the market segment targeted by your products and/or services, in your geographic scope

- SOM (Serviceable Obtainable Market):
 the share of SAM you would like to take up
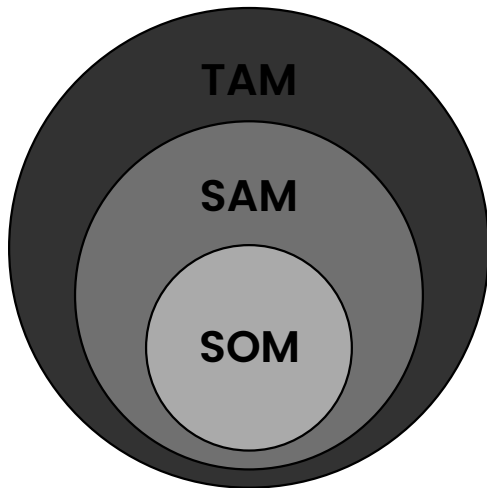
# Identify the market: competitive analysis

Who are the competitors?

Explain the positioning in the market and why the product / service is better than its competitors'

Important for investors to see that entrepreneurs have a clear view of the market and all existing competitors
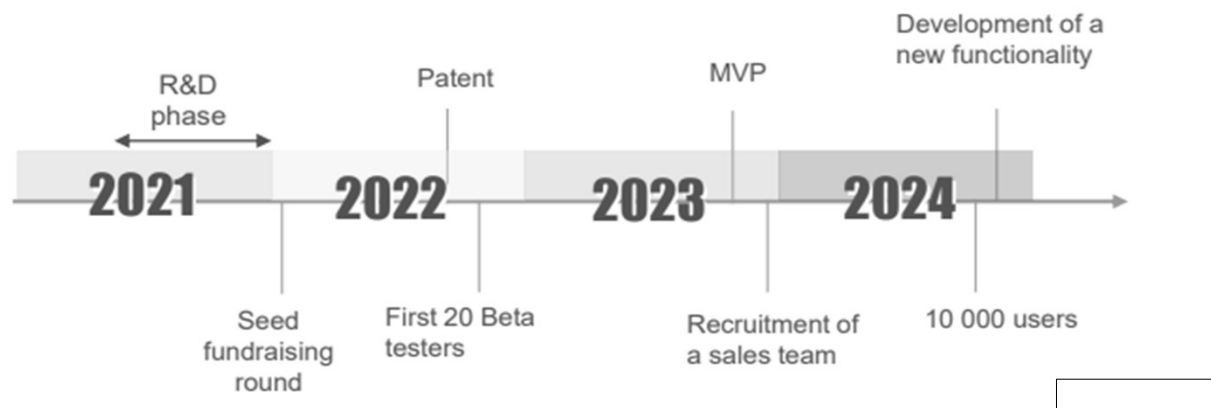
Business model

➤ Explain how revenues are generated

➤ What is the go-to-market strategy?

➤ Typology of business model: BtoB, BtoC, Saas, Freemium, Pay as you go, Subscriptions...

➤ Demonstrate that there is existing some traction (revenues, partners,...)
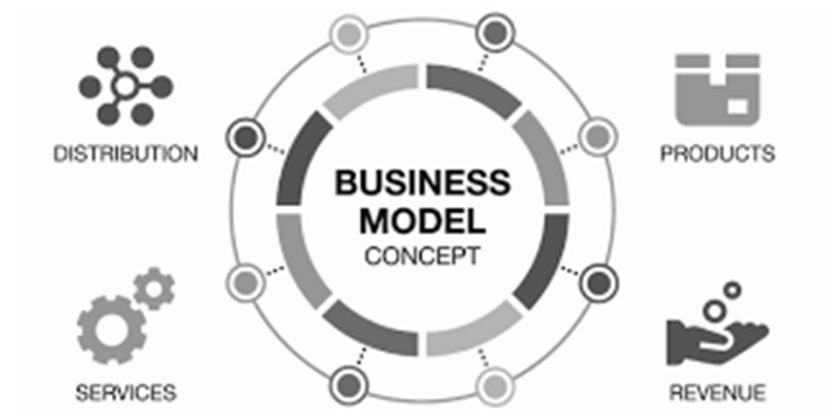
Roadmap

➢ What are the development perspectives over the coming years?
➢ Indicate the most important steps (PoC, patents, R&D, new markets, new verticals for your technology, recruitments, fundraising rounds...)
➢ Make sure to distinguish the technical roadmap from the commercial roadmap

R&D phase

Patent

MVP

Development of a new functionality

2021 — **2022** — **2023** — **2024**

Seed fundraising round

First 20 Beta testers

Recruitment of a sales team

10 000 users

Management team and advisors

➢ Showcase how your team is complete and complementary.

➢ Put forward your accomplishments rather than your positions (projets managed, scientific publications...).

	All
ALL IMPORTANT FACTORS	
Ability/Competence/Knowledge	75%
Commitment/Passion	73%
Entrepreneurial experience	66%
Industry experience	64%
Team synergies/heterogeneity	44%
Teamwork/cohesiveness	41%

Söderblom, A., Le Pendeven, B., and Verbouw, J., (2023). *Practices of European Venture Capitalists.*

Capital requirements
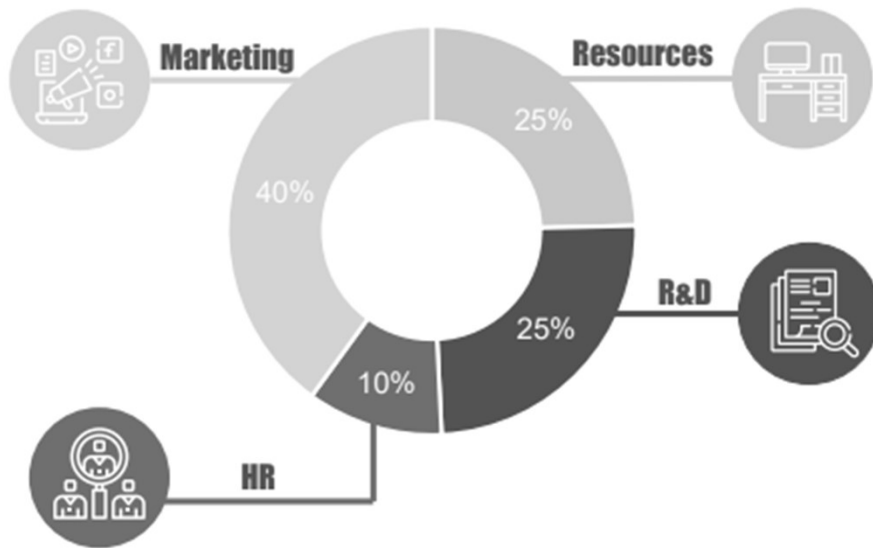
- ➤ Indicate the total amount raised, as well as the percentage going into each cost group (HR, R&D,...)

- ➤ It is recommended to not add the pre-money valuation at this stage. Leave it for one-on-one meetings

Thank you and contact information

- ➢ Website
- ➢ Address
- ➢ Cellphone number
- ➢ Mail
- ➢ Social media

Information that could be found in annex slides

The following information could be found in annexes:

➢ Anticipated figures:
the information investors could potentially ask for

➢ Expansive figures:
more in-depth analyses of the elements mentioned in
the presentation

For example:
✓Additional financial information ✓Technical information on the solution
✓The HR strategy ✓The marketing and communication strategy
✓The technical roadmap.

Investors' key factors to keep in mind when pitching
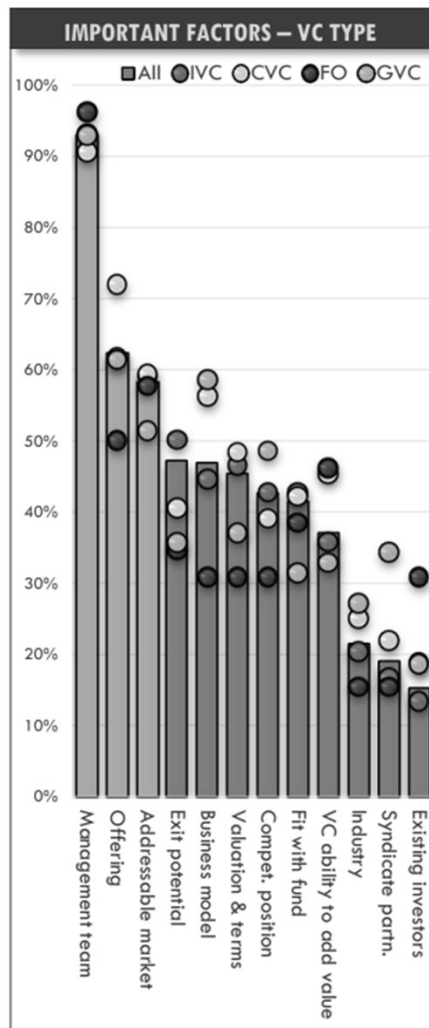
- ➤ 72% of European VC firms consider a competent management team the most critical driver behind investment success

- ➤ 15% put forward the offering, i.e., the product, service, or technology, as the most important factor

- ➤ Health/life science-focused VCs highlight the importance of the business model to a greater extent than the other VCs

Söderblom, A., Le Pendeven, B., and Verbouw, J., (2023). *Practices of European Venture Capitalists.*
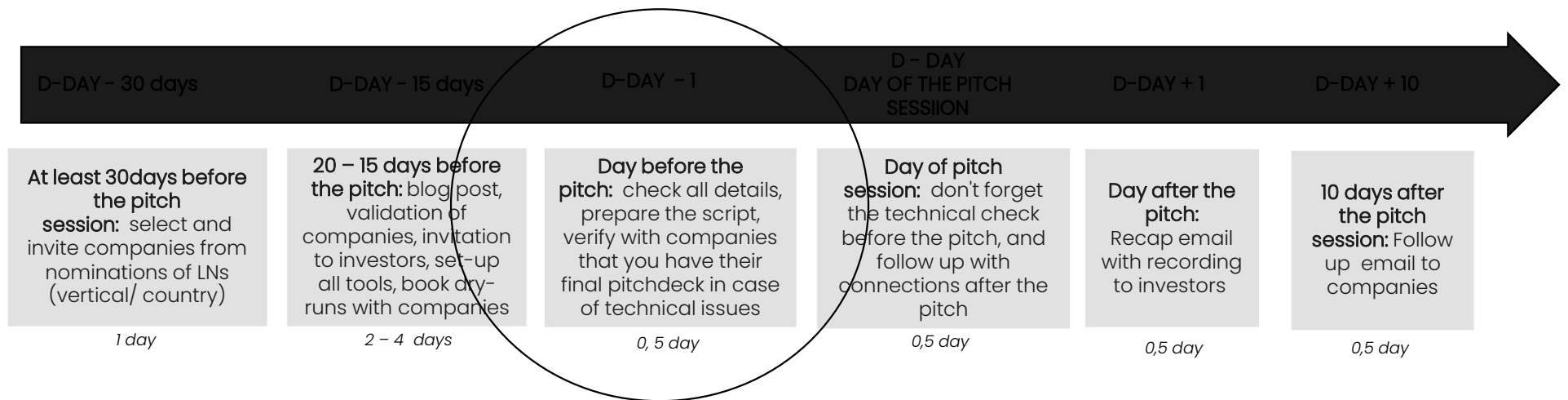
Feedback after the dry-run

Send a recap email with feedback and tasks that still need to be done

- The pitch was 30 seconds too long, you should aim for a 5min pitch
- You could start your pitch by introducing the problem that Nanopow tackles
- You could summarize in fewer slides your value proposition and solution (it is great to provide numbers and comparison as you have done)
  - You could indeed merge the slides on battery performance and battery lifetime
- Try to add a slide which identifies the market, its size (on a TAM/SAM/SOM model for instance) and growth (ex. CAGR)
- The competitive comparison could be more visual by adding a graph or a table with key indicators and showing your positioning compared to the competitors
- If there are no confidentiality issues, you could add some logos of your customers (in any case I would insist that you are working – or in discussions – with major clients)
- You can add the financial support details to the Investment proposal slide
- The investment proposal slide should include a pie chart of the use of the invested money (% allocated to recruitment, legal, opening of new manufacturing factrories…)
  - You can also mention that you already have discussion with investors ready to invest a certain amount
  - Be ready to explain the financial rational behind the expected annual revenues
- It would be great to show a roadmap with a timeline (to visualize where you started, where you are now in 2023 and your goals and targets in future years) – you could link the years and goals to your prediction of revenues for instance
- You could add key details on your managing team

Pitch session: D-day -1

One day before the pitch:

- Check all details with companies
- Prepare the script for the e-pitch session
- Have all presentation in the case of the technical issues
- Send reminder email to all registered investors with form for one-on-one meetings
- Check if the companies uploaded their pitch deck on EQ profile

D-DAY - 30 days	D-DAY - 15 days	D-DAY - 1	D - DAY DAY OF THE PITCH SESSIION	D-DAY + 1	D-DAY + 10
At least 30days before the pitch session: select and invite companies from nominations of LNs (vertical/ country)	20 – 15 days before the pitch: blog post, validation of companies, invitation to investors, set-up all tools, book dry-runs with companies	Day before the pitch: check all details, prepare the script, verify with companies that you have their final pitchdeck in case of technical issues	Day of pitch session: don't forget the technical check before the pitch, and follow up with connections after the pitch	Day after the pitch: Recap email with recording to investors	10 days after the pitch session: Follow up email to companies
1 day	2 – 4 days	0, 5 day	0,5 day	0,5 day	0,5 day

Pitch session: D-day -1 email for investors

Access2EIC pitch with EIC Transition companies - Schedule one-on-one meetings now!

Jana DRZKOVA
À ○ Jana DRZKOVA
Cc ○ Etienne PEBRIER
Cci ○ .... +51 autres

↩ Répondre   ↩ Répondre à tous   → Transférer   ⊞   ···

jeu. 23/02/2023 17:2

📎 C1 - Interne

Dear investor,

You registered to our **Access2EIC e-pitch event with EIC Transition beneficiaries** on Tuesday 28/02/2023, at 4:00pm CET 28th February! Thank you! 😊

- If you'd like to have **one-to-one meeting** with any of **the companies** right after the event, please complete this form and don't miss the opportunity to talk with the preferred company.

List of participants:

AHB Optics: *Nano-Optics, Nano-Imprint, Laser* - DENMARK
The company brings new technology for the worlds thinnest prescription eyeglass lenses made instantly in the shop. They received EU innovation-radar-prize for excellent-science 2018 and €2.3 million in soft funding from EU and Denmark.
Manufacturing | TRL:4 | Pre-seed | EUR 1,2 Mn sought

Exactmer: *NanoStarSieving technology for oligonucleotides manufacturing on large scale* - UK
The company manufactures exact polymeric pharmaceuticals, enabling advanced therapies to be provided to all patients in need. Exactmer has secured a grand challenge 3 scheme with a consortium made of CPI, AstraZeneca, Novartis, Alnylam for the development of the NanostarSieving technology. The consortium which is now aiming to scale up the technology (TRL5). On the other hand, Exactmer has been rewarded a £2.2M transition grant to improve even further the chemistry and process quality.
Pharmaceutical polymer manufacturing | TRL: 4 | Serie A | EUR 10 Mn sought

Cherry Biotech: *Organ on Chip Technology* - FRANCE
Cherry Biotech is a medical technology company developing solutions for humanized drug discovery and functional precision medicine. Its mission is to replace animal testing by emulating in vitro human tissues for drug testing. In 2022 CHERRY has been selected by the European Innovation Council (EIC) Transition for a €2.5M grant. This will accelerate the industrialization of its CUBIX platform, the development of additional immune-competent human biological models for a global commercialization and will reinforce their collaboration with Hospitals and pharmaceutical company like Sanofi.
Pharma | TRL: 5 | Customers: 100+ | Seed | EUR 5 Mn sought

Photon IP: *Telecoms, Datacoms, Advanced Sensing Applications, Automotive Lidar* – THE NETHERLANDS
The company is a chipmaker for advanced optical chips that will unlock a 1B device market for photonic integrated circuits by eliminating existing trade-offs in Silicon Photonics technology to achieve unprecedented performance and manufacturability.
VC funding secured for technology demonstrator development in (pre)seed round. EIC Transition grant €2.3M received in 2022 (as single applicant). Technology demonstrator ready for customer evaluation in Q1 2023.
Integrated Photonics | TRL: 4 | Serie A | EUR 5 Mn sought

Telekinesis: *Visual Robot Programming* - GERMANY
Telekinesis is building the globally leading Visual Robot Programming software to empower manufacturing SMEs to automate production with industrial robots by reducing 70% of the robot lifetime cost and speeding up deployment by 10-fold with their no-code gesture-based robot programming software.
Patent pending technology. EIC Transition grant €1.1M received in 2021. 10 signed LOIs. One of the startups in Techstars Berlin, Europe's leading startup accelerator.
Manufacturing| TRL: 4 | Seed | EUR 1,5 Mn sought – Germany

Eodyne Systems S.L.: *Science-based technology for rehabilitation* - SPAIN
The RGS ecosystem: Deep tech, SaaS solutions for rehabilitation and monitoring the patients after the stroke.
EIC Transition grant €2.5M received in 2021.
MedTech | TRL: 4 | Seria A | EUR 5 Mn sought

I remain at your disposal!
Have a great rest of the week and see you soon!

Best regards,

Pitch session: D-day -1 calendar invite for 1to1

[ACCESS2EIC] One-on-One meeting: Faber x EODYNE

MC Jana DRZKOVA de la part de Maria Cristina CHUMACERO VALLE
Obligatoire ○ ~~████████~~, ○ ~~████████~~ >
Facultatif ◎ Etienne PEBRIER

🕐 mardi 28 février 2023 17:15-17:45   📍 Réunion Microsoft Teams

Dear João,

Herewith I would like to confirm your meeting with Santiago Brandi from EODYNE, right after the **ACCESS2EIC pitch session** powered by EuroQuity-Bpifrance.

🖼 Save the date: **Tuesday, 28 February 2023 at 05:15 PM CET**
ℹ FABER x EODYNE
🔗 Meeting link: Click here for connection

I remain at your disposal
Best,
Jana

Réunion Microsoft Teams

Participez à partir de votre ordinateur, de votre application mobile ou de l'appareil de la salle
Cliquez ici pour rejoindre la réunion

ID de la réunion : 349 104 052 926
Code secret : iEpHTP
Télécharger Teams | Rejoindre sur le web

Ou composer le numéro (audio seulement)
+33 1 78 41 47 73,,757531037#   France, Paris
ID Conférence Téléphone: 757 531 037#
Rechercher un numéro local | Réinitialiser le code confidentiel

Pour en savoir plus | Options de réunion

Pitch session: D-day

Pitching session:

- Connect 20 minutes before as well as companies, and do a technical test
- Have one person connected with you as a technical back-up
- During the pitch, is always great to have some questions prepared in advance in case the investors are not asking
- Sharing the form for one-on-one meetings during the pitch
- Recording of the pitch session

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1 day	*2 – 4 days*	*0, 5 day*	*0,5 day*	*0,5 day*	*0,5 day*

Pitch session: D-day + 1

Day after the pitch:

- Send thanks's email to all pitching companies
- Send follow-up email to investors with record, with the link to all company's profiles on EQ
- Add information about the next pitch sessions

D-DAY - 30 days	D-DAY - 15 days	D-DAY - 1	D - DAY DAY OF THE PITCH SESSIION	D-DAY + 1	D-DAY + 10
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1 day	*2 – 4 days*	*0, 5 day*	*0,5 day*	*0,5 day*	*0,5 day*

Pitch session: D-day -1 email for investors

[Contact info] Access2EIC e-pitch session with EIC Transition companies

JD Jana DRZKOVA
À ◉ Jana DRZKOVA
Cc ◉ Etienne PEBRIER; ◉ Ombeline DE LA CHAUVINIERE; ◉ Emilio CARRERA FELIX
Cci ◯ ██████████████ ◯ ████████ ◯ █████████ ◯ ██████████ ◯ █████████ ◯ ██████████ +56 autres

↩ Répondre   ≪ Répondre à tous   → Transférer   🗂   ⋯
mar. 28/02/2023 21:25

🔒 C1 - Interne

Dear all,

On behalf of the **Access2EIC project**, I would like to thank you for participating in the **Access2EIC e-pitch session powered by EuroQuity – Bpifrance**.

- If you missed the event, you can watch the <u>recorded session here</u>.
- You can access the companies' decks on their **EuroQuity profiles** (tab 'Dataroom')- click <u>here</u> to create a free account if you do not have one.
- if you'd like a **one-to-one introduction** to any of the companies or **leave us your feedback,** please <u>complete this form.</u>
- Special request? Contact us directly 😊

<u>List of participants:</u>
ABH Optics: *Nano-Optics, Nano-Imprint, Laser* - DENMARK
Exactmer: *NanostarSieving technology for oligonucleotides manufacturing on large scale* - UK
Cherry Biotech: *Organ on Chip Technology* - FRANCE
Photon IP: *Telecoms, Datacoms, Advanced Sensing Applications, Automotive Lidar* – THE NETHERLANDS
Telekinesis: *Visual Robot Programming* - GERMANY
Eodyne Systems S.L.: *Science-based technology for rehabilitation* - SPAIN

I remain at your disposal!
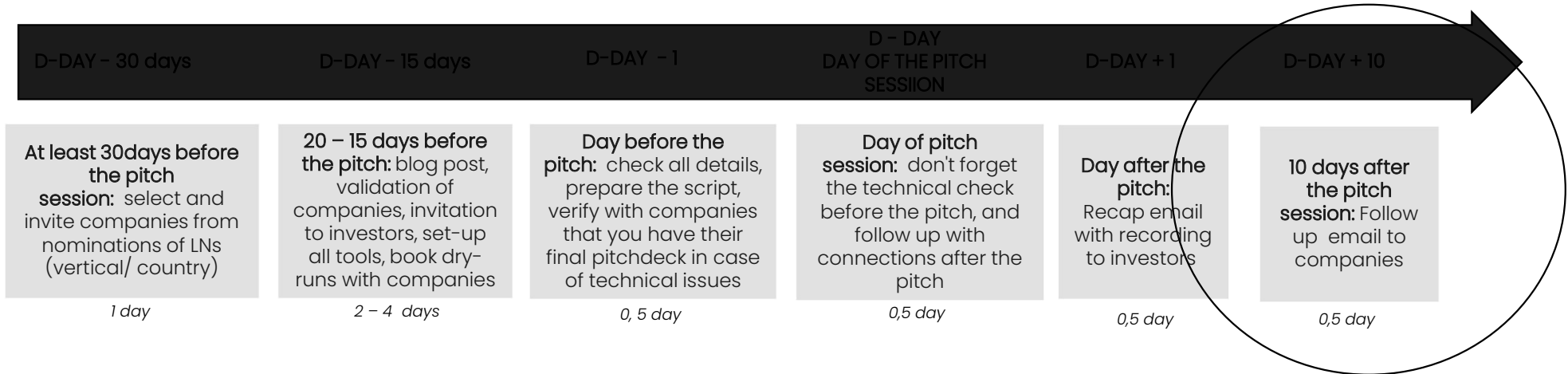Have a great rest of the week!

Best regards,

Jana

Pitch session: D-day + 10

10 days after the pitch:

-   Send follow-up email to companies with short survey

(are they're in touch with investors ? Need they additional support? -> cooperation with LNs)

6 months after the pitch : Bpi will do the survey to all SoEs who pitched under EEN2EIC

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1 day	_2 – 4 days_	_0, 5 day_	_0,5 day_	_0,5 day_	_0,5 day_

Next steps

Calendar of trainings for GLs:

➢ Wednesday: **May 10th 2023, 15:00** CEST ✔

➢ Wednesday: **May 17th 2023, 15:00** CEST ✔

➢ Wednesday: **May 24th 2023, 15:00** CEST

Jana Drzkova

EuroQuity - Bpifrance

jana.drzkova@ext.bpifrance.fr

+421 915 825 761