



PORTWIMS H2020 SUMMER SCHOOL

BLUE GROWTH, INNOVATION & ENTREPRENEURSHIP

Lisbon, 20th to 24th June 2022

Day 4

The road to your pitch!



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Today's agenda

- Your Pains and Gains -> Customer segment
- Pitching structure
 - 5 Slides
 - Team organization
- Tomorrow afternoon 3 sprints of 25min
 - In each sprint each team present 4min and quick feedback
 - Then each to work on the pitch



I am so different...!

The pitch structure

Get ready for 4 minutes pitch!



1. First slide (Photo, Logo, Mission statement, etc..)
2. What is the problem to resolve?
3. What is your proposed solution for this problem?
4. Who is your client segment (you use here the information from the Customer Value Proposition canvas)
5. What are your next steps? What do you need (What are you going to do tomorrow, next week, next month, etc...)
6. Optional - Team (if the team has specific skills that are worth mentioning...)

Organization

- Who will present?
 - If more than one person, you need to have logical split (problem, solution, etc...)
 - What if I overrun the 4min?
- Who is answering the questions?
 - Listen, listen, listen to the question....
 - Thank you!
 - Answer like 1,2,3 not more (keep more for the after pitch 😊...)

For tomorrow

- Get your pitch (5 slides) ready for 16.15
- Structure your team
 - Who will present
 - Who will answer questions
- We will work in 3 sprints of 25min so you have 3 opportunities to pitch your slides
- **YOU WILL SHINE**

For tomorrow

YOU WILL SHINE

Thank you!

PML | Plymouth Marine
Laboratory

 **MARE**

 **AMI**

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REITORIA
LISBOA | UNIVERSIDADE
DE LISBOA

 **Ciências**
ULisboa

 **MARE**
STARTUP

 Direção-Geral de
Política do Mar



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