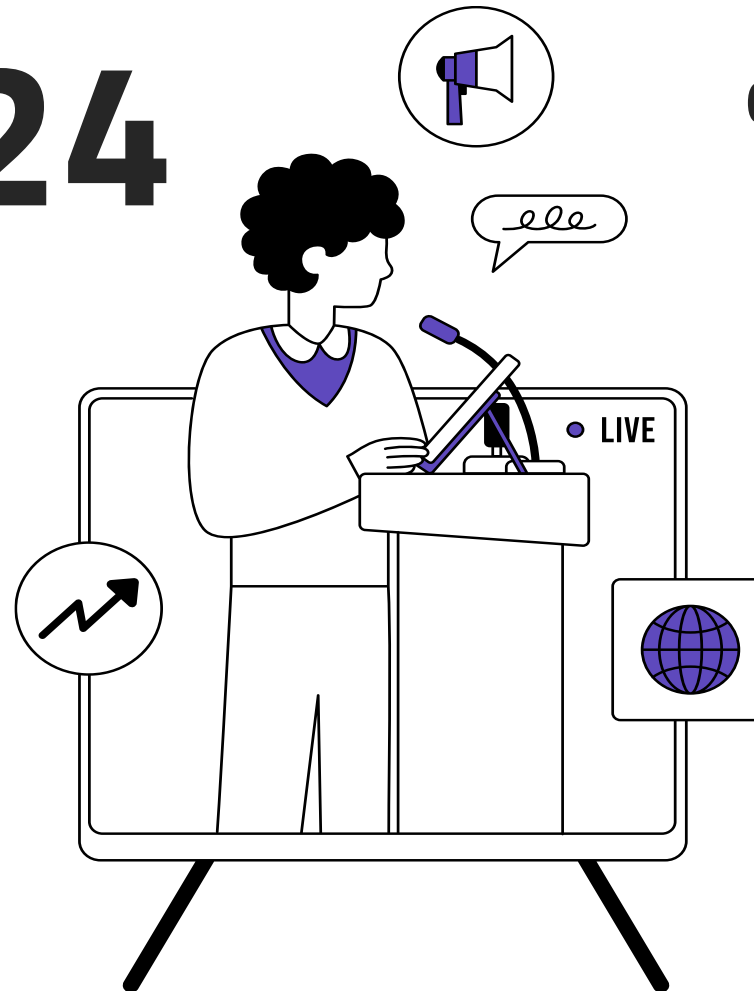




# TeamUp 2024

Pitch Training

October 10, 2024



# Reminder

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Types of Deck you will need

## DEMO DAY DECK

- Founder presenting
- Slides as support
- Time limit
- Large audience (no sensitive information)


## EMAIL DECK (3-4 min. to be consumed)

- will be seen by many
- needs to be self explanatory
- first impression- needs to be perfect
- only selected investors and you can reveal a bit more secrets
- create attention to get you a meeting
- 

## MEETING DECK (evolution of email deck)

- 5 min. for small talk
- 15 min. for the deck presentation
- 30 min.- for discussion, Q&A





**It's not the number of slides –  
it's the time it take to understand the deck.**

**Do not oveload the slides with text / pictures  
- you guide the audinece through the story!**

**Pictures serve only as support!  
As little text as possible!**

**Big font!**

**The main aim for TeamUp pitch competition is:**

**present the team**

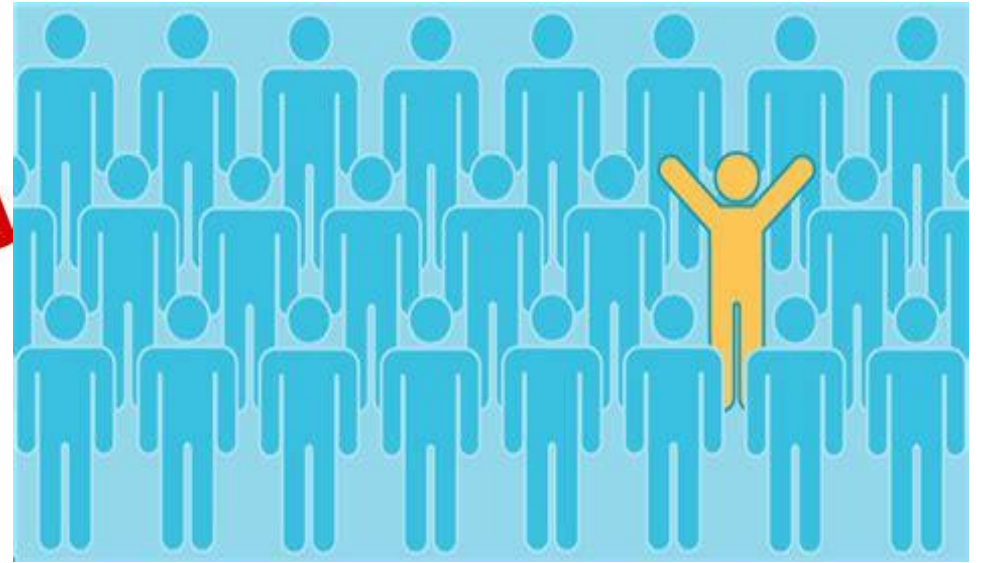
**team energy**

**the idea**

**why you believe to be the best team to win the award**

**what are your plans regarding spending the award money**





# Pitching Days evaluation criteria

Please note that if there is a tie, the winners will be selected based on the combined score received for selection criteria number 4 and 5.

Criteria	Explanation	Weight
1.Problem solution fit	The proposed solution is distinctive, innovative and can effectively tackle a well-defined/identified problem.	15%
2.Business model	The business model articulates a clear route to market, is scalable and realistic.	15%
3.Prize impact	The prize will be catalytic for development of the idea and successful exploitation of the market opportunity.	20%
4.Team and TeamUp journey	The team has the necessary skills, expertise and experiences to exploit the identified market opportunity. The team developed successfully during the programme. They are fully aware of their strengths, weaknesses and roles.	25%
5. Impact on the food system	The innovation has big potential to improve Europe's food system and deliver social, environmental and economic impact.	25%

RESOURCES  
[Terms & Conditions](#)

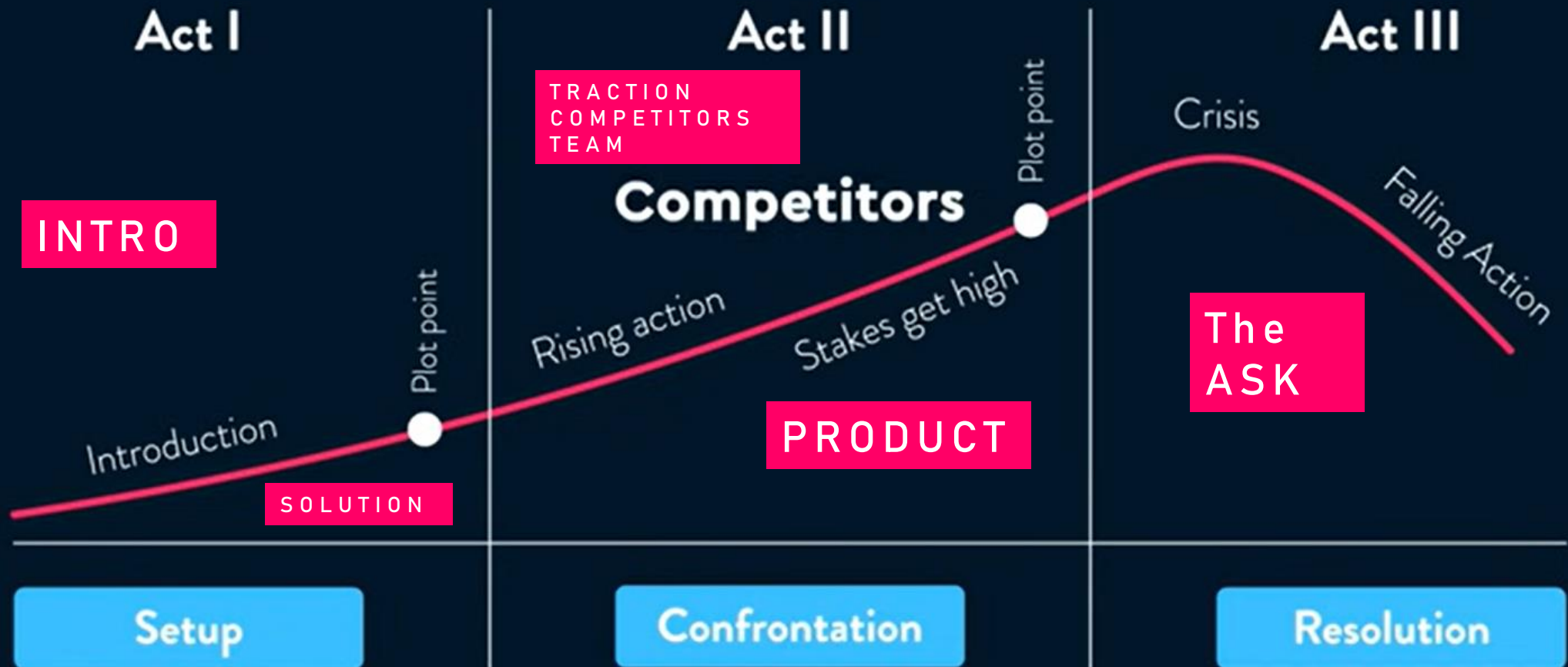


# Structure of the story

- **What opportunity have you discovered in the market?**
- **What have you built to tackle it? How does it work and who is it for?**
- **Why are you and your team the ones to change the Status quo?**
- **How much are you growing and will continue to grow?**



# The Three Act Structure





# Pitch flow

## Act I

### 1. Intro

Tag line – what you do.

### 2. Problem

What is the situation in the market?

What is the problem?

Who are you solving this problem for?

Opportunities in the market?

### 3. Solution and Product

What is your solution?

Product overview- how does it work?

Examples- who is it for?

Milestones

Roadmaps

Business Model - How are you going to generate revenue?

How does your business work?

## Act II

### 4. Market

Who is your target group?

What market are you entering?

What is your market potential?

Go to market strategy

### 5. Team

Who is your competition?

What sets your idea apart?

Who's behind the idea?

Who does what?

## Act III

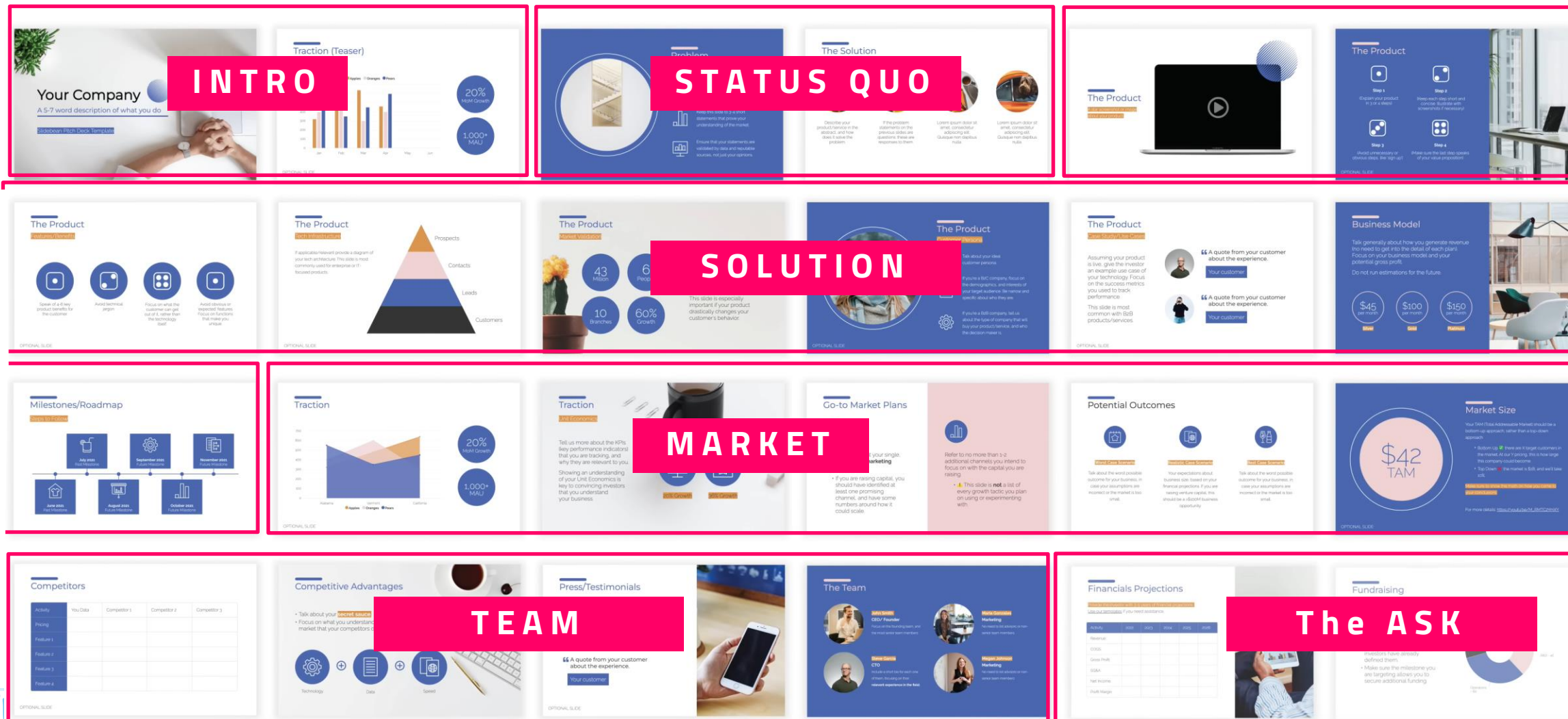
### 6. Financials –The Ask

How will investments be used?

Why your team deserves to get it?

# 15 Slides you need in your Pitch Deck

Focus on telling the story. Use slides only as support.





# Your Company

A 5-7 word description of what you do

Subheader with Deck Template



## Problem

(Also called Business Opportunity)

# INTRO

What problem have you or others in the market are facing?

1-2 short sentences about the problem

Ensure that your statements are validated by data and reputable sources, not just your opinions

## The Solution

Describe your product/service in the abstract, and how does it solve the problem

If the problem statements on the previous slides are questions, these are responses to them

Learn how about it, connect with advisors, advisors will give you feedback

Learn how about it, connect with advisors, advisors will give you feedback

## The Product

Use a video to show your product

## The Product

Step 1: Explain your product in 3 or 4 steps

Step 2: Show each step (start and continue, but don't show the end of the process)

Step 3: Show the end of the process

Step 4: Show the end of the process

## The Product

Customer Benefits

Speak of a 4 key product benefits for the customer

Avoid technical jargon

Focus on what the customer can get out of it, rather than the technology itself

Avoid abstract or technical features. Focus on functions that make you unique

## The Product

With Infrastructure

If applicable, present a diagram of your tech architecture. This slide is most commonly used for enterprise or IT-focused products

OPTIONAL SLIDE

## The Product

Market Validation

43 **MAU**

6 **People**

10 **Branches**

60% **Growth**

Use other companies and/or similar products to reaffirm how your product could perform in the market. This slide is especially important if your product drastically changes your customer's behavior

## The Product

Customer Persona

Talk about your ideal customer persona

If you're a B2C company, focus on the demographics, and needs of your target audience, the name and details about who they are

If you're a B2B company, tell about the type of company that will buy your product/service, and who the decision-maker is

## The Product

Use a quote from your customer

Assuming your product is live, give the investor an example use case of your technology. Focus on the success metrics you used to track performance

This slide is most common with B2B product/services

“A quote from your customer about the experience.”

“A quote from your customer about the experience.”

## Business Model

Talk generally about how you generate revenue (no need to get into the detail of each plan). Focus on your business model and your potential gross profit.

Do not run estimations for the future

\$45 **per month**

\$100 **per month**

\$150 **per month**

## Milestones/Roadmap

Next to Follow

July 2021: First Milestone

September 2021: First Milestone

November 2021: First Milestone

January 2022: First Milestone

March 2022: First Milestone

May 2022: First Milestone



## Traction

Unit Economics

Tell us more about the KPIs (key performance indicators) that you are tracking, and why they are relevant to you. Showing an understanding of your Unit Economics is key to convincing investors that you understand your business.

20% **MAU** Growth

1,000+ **MAU**

## Go-to Market Plans

Go into detail about your single, most important marketing channel.

If you are raising capital, you should have identified at least one promising channel, and have some numbers around how it could scale

Refer to no more than 1-2 additional channels you intend to focus on with the capital you are raising

This slide is **not** a list of every growth tactic you plan on using or experimenting with

## Potential Outcomes

Global Case Scenario

Talk about the worst possible outcome for your business, in case your assumptions are incorrect or the market is too small

Global Case Scenario

Your expectations about business, based on your financial projections. If you are using certain capital, this should be a realistic business opportunity

Global Case Scenario

Talk about the worst possible outcome for your business, in case your assumptions are incorrect or the market is too small

## Market Size

Your TAM (Total Addressable Market) should be a bottom-up approach, rather than a top-down approach

\$42 **TAM**

Bottom Up: If there are 10 target customers in the market, and if each is worth \$42, the total market is \$420

Top Down: The market is \$420, and we're one of 10

Make sure to show the math on how you came to your conclusions

For more details: <https://www.youtube.com/watch?v=...>

## Competitors

Activity	You Data	Competitor 1	Competitor 2	Competitor 3
Price				
Feature 1				
Feature 2				
Feature 3				
Feature 4				

## Competitive Advantages

Talk about your **secret source**

Focus on what you understand about the current market that your competitors don't

Technology

Data

Speed

## Press/Testimonials

A quote from your customer about the experience.

A quote from your customer about the experience.

## The Team

John Smith, CEO/ Founder

Maria Gonzalez, Marketing

David Garcia, CTO

Robert Johnson, Marketing

## Financials Projections

Use our template, if you need assistance

Activity	2021	2022	2023	2024	2025	2026
Revenue						
COGS						
Gross Profit						
SGA						
Net Income						
Profit Margin						

## Fundraising

Raising \$500,000 to reach \$1,000,000 (10x Goal) after 12 months

Provide round terms if other investors have already defined them

Make sure the milestone you are targeting allows you to secure additional funding

100% Goal

50% Goal

25% Goal

12.5% Goal



# INTRO:

Tag line:  
5-7 word description of what you do

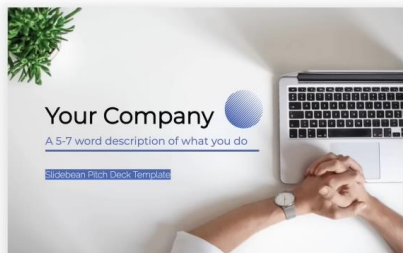
A 5-7 word description of what you do

Slidebean Pitch Deck Template

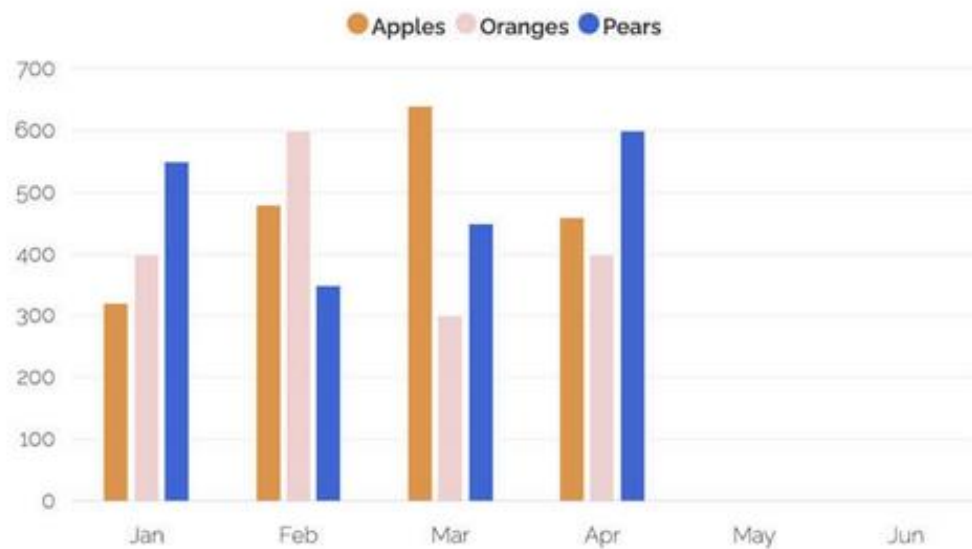


# INTRO:

## If you have some traction, brag about it!



### Traction (Teaser)



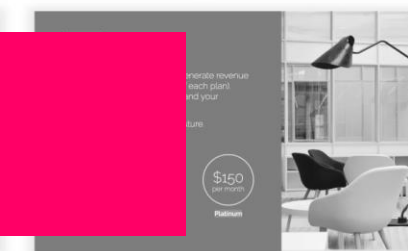
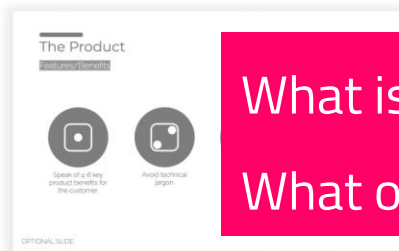
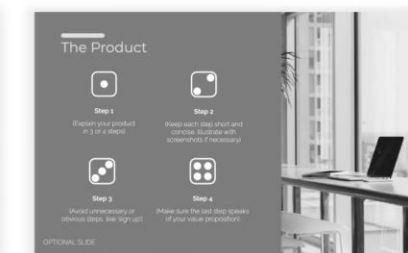
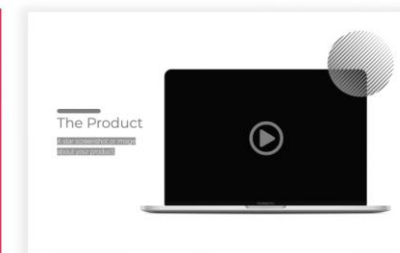
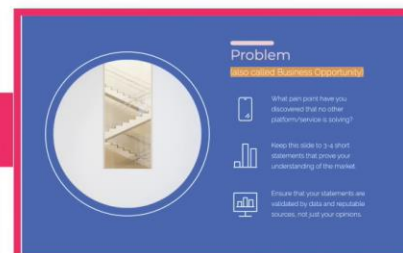
20%  
MoM Growth

Monthly growth

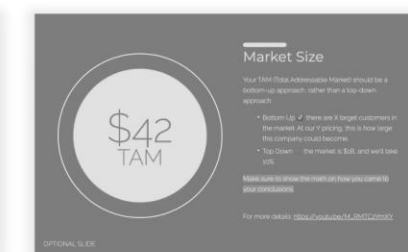
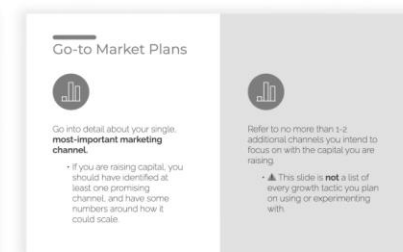
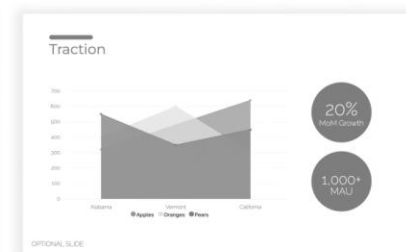
1,000+  
MAU

Monthly users





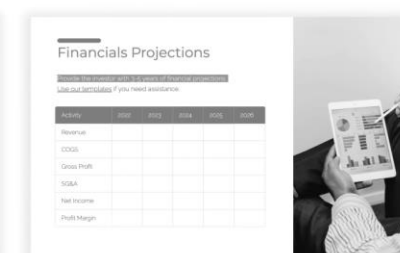
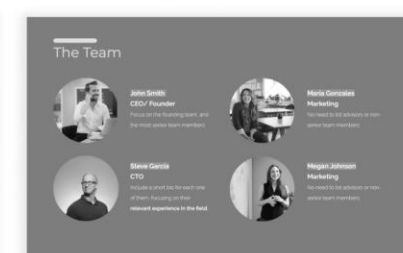
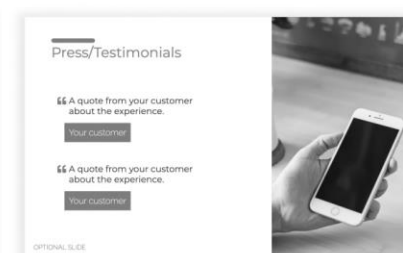
What is happening in the market and what you envision as a solution?  
What opportunity have you discovered in the market?



### Competitors

Activity	You	Competitor 1	Competitor 2	Competitor 3
Product				
Feature 1				
Feature 2				
Feature 3				
Feature 4				

OPTIONAL SLIDE



STATUS QUO:

## Problem / Opportunity

What is the situation in the market?

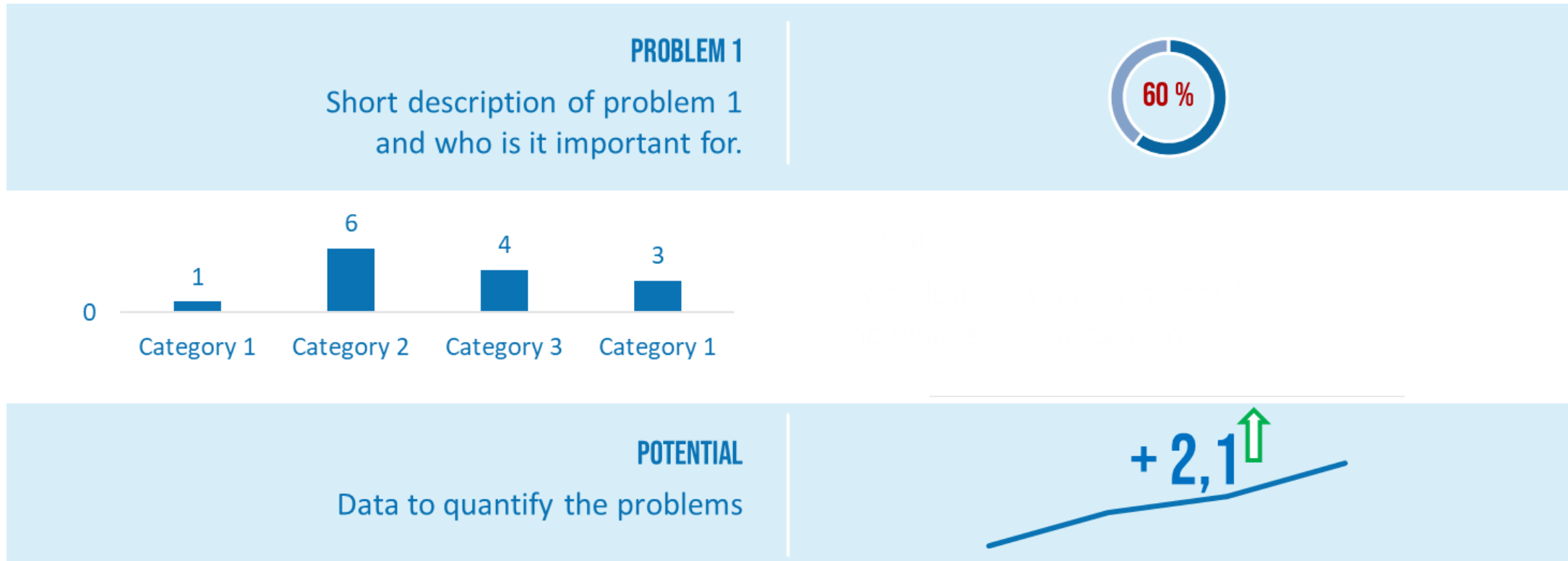
What is the problem?

Who are you solving this problem for?

Opportunities in the market?

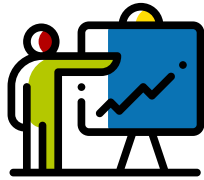


# STATUS QUO:





# STATUS QUO:



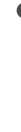
## ■ Problem 1

- Short description of problem 1 and who is it important for.



## ■ Problem 2

- Short description of problem 2 and who is it important for.



## ■ OPPORTUNITY

- Short description and who is it important for.









# SOLUTION

**What have you built to tackle the problem / opportunity?**  
**How does it work?**  
**Who is it for?**

**Your Company**  
A 5-7 word description of what you do  
Placeholder Photo, Text, Template

**Traction (Teaser)**  
20% MRR Growth  
1,000+ MAU

**Problem**  
What exact Business Opportunity?  
What pain point have you discovered that no other platform/service is solving?  
Keep this slide to a short statements that answer your understanding of the market.  
Ensure that your statements are backed by data and research, not just your opinion.

**The Solution**  
Describe your product/service in the abstract, and how it solves the problem.  
Previous slides are questions, these are responses to them.  
Addressing all customer pain points, rules.  
Supporting all customer pain points, rules.

**The Product**  
Placeholder Photo, Text, Template

**The Product**  
Step 1: Explain your product in 1-2 bullet points.  
Step 2: Keep each step short and concise. Support with screenshots if necessary.  
Step 3: Detail components of your product.  
Step 4: Explain how the product works.

**The Product**  
Step 1: Explain your product in 1-2 bullet points.  
Step 2: Keep each step short and concise. Support with screenshots if necessary.  
Step 3: Detail components of your product.  
Step 4: Explain how the product works.

**Milestones/Roadmap**  
January 2025: New Feature  
April 2025: New Feature  
July 2025: New Feature  
October 2025: New Feature  
January 2026: New Feature  
April 2026: New Feature  
July 2026: New Feature  
October 2026: New Feature

**Traction**  
20% MRR Growth  
1,000+ MAU

**Go-to Market Plans**  
Go into detail about your single most-important marketing channel.  
If you are raising capital, you should have identified at least one promising channel, and have some numbers around how it could scale.  
Refer to no more than 3 additional channels you intend to focus on with the capital you are raising.  
This slide is not a list of every growth tactic you plan on using or experimenting with.

**Potential Outcomes**  
Short Case Scenario: Talk about the worst possible outcome for your business, in your worst assumptions are met, or the market is too small.  
Medium Case Scenario: Your expectations about business size, based on your financial projections. If you are raising venture capital, this should be a realistic business opportunity.  
Long Case Scenario: Talk about the worst possible outcome for your business, in your worst assumptions are met, or the market is too small.

**Market Size**  
\$42 TAM  
Your 2025/2026/2027 market should be a bottom-up approach, not a top-down approach.  
Bottom Up: There are 4 target customers in the market. If each company has 10 employees, this is a low range for this company's market size.  
Top Down: The market is \$42, and we will use 10% of that to estimate our market size.  
For more info: <https://www.kpmg.com/au/issuesandinsights/articlespublications/2017/01/2017-market-size-estimation>

**Competitors**  
Activity: You/Us/Them  
Competitor 1  
Competitor 2  
Competitor 3

**Competitive Advantages**  
Talk about your secret sauce.  
Focus on what you understand about the current market that your competitors don't.  
Technology  
Data  
Speed

**Press/Testimonials**  
\$6 A quote from your customer about the experience.  
Your customer  
\$6 A quote from your customer about the experience.  
Your customer

**The Team**  
John Smith, CEO/Founder: The lead in the founding team, and the most senior experienced member.  
Alice Johnson, Marketing: The lead in all activities related to marketing.  
David Smith, CTO: The lead in all activities related to technology.  
Eve Johnson, Sales: The lead in all activities related to sales.

**Financials Projections**  
Cash flow projections for the next 12 months.  
Revenue  
Costs  
Gross Profit  
EBITDA  
Net Income  
Profit Margin

**Fundraising**  
Raising \$100,000 to reach \$1,000,000 MRR after 12 months.  
Provide round terms if other investors have already defined them.  
Make sure the milestones you are targeting allows you to secure additional funding.



## SOLUTION

# Solution and Product

What is your solution?

Product overview- how does it work?

Examples- who is it for?

Determine your goals:

What is your key innovation? Can you protect it?

Do you have IP (copyrights, patents, etc.)?

Tell us about your current TRL and tech scalability

Milestones

Roadmaps

Business Model - How are you going to generate revenue?

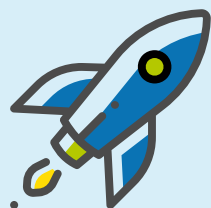
How does your business work?

5. Impact on the food system	The innovation has big potential to improve Europe's food system and deliver social, environmental and economic impact.	25%
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# SOLUTION

## Unique Selling Proposition



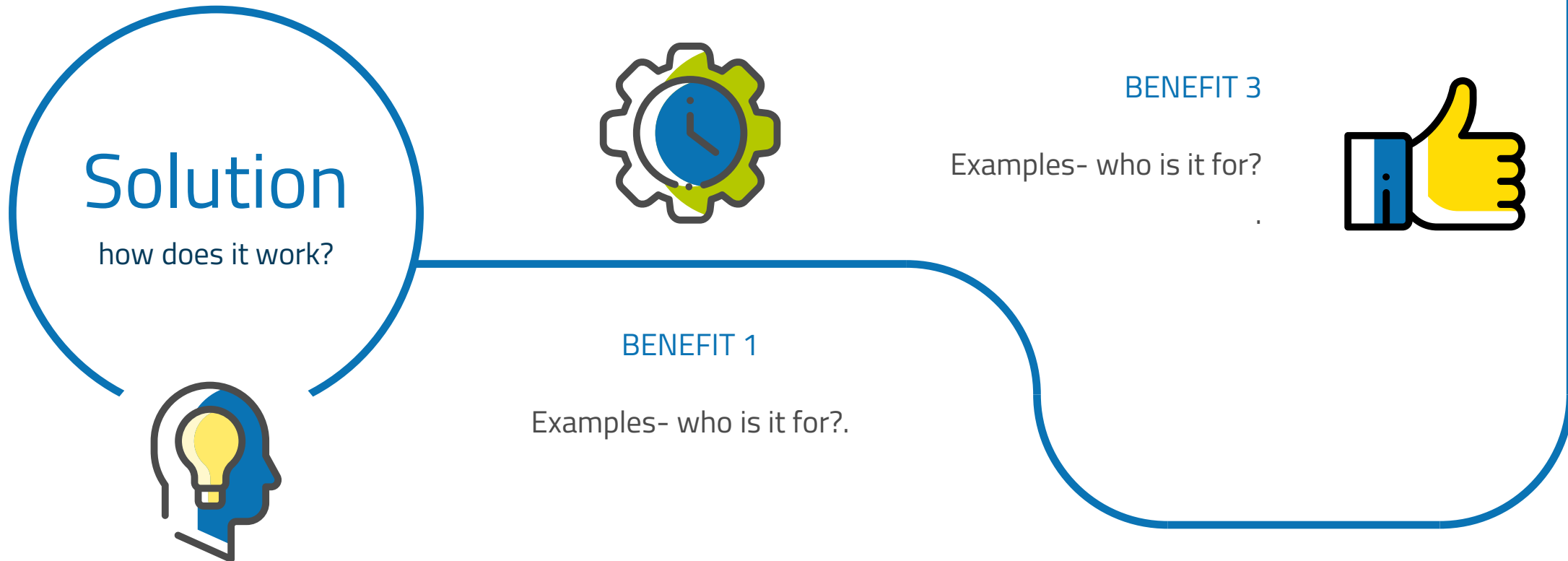
**What**  
makes your idea new /  
innovative?

**What**  
is your unique selling  
proposition (USP)?



**What**  
is  
your goal?

Criteria	Explanation	Weight
1.Problem solution fit	The proposed solution is distinctive, innovative and can effectively tackle a well-defined/identified problem.	15%

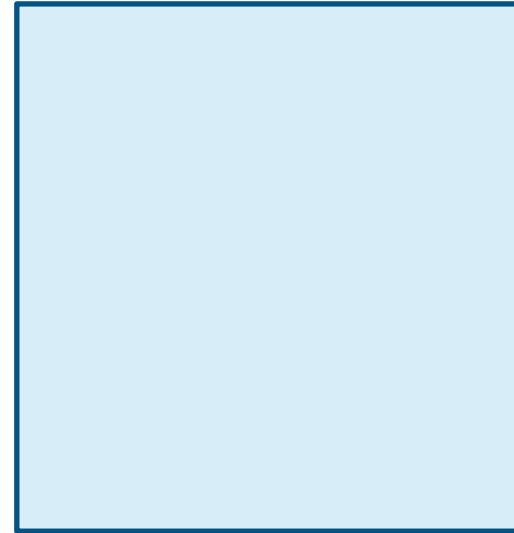
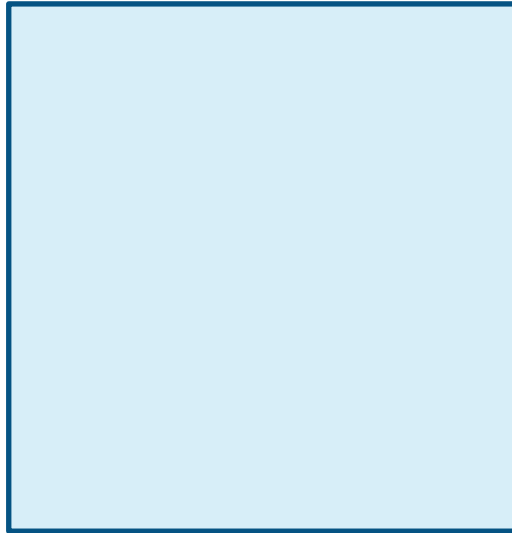
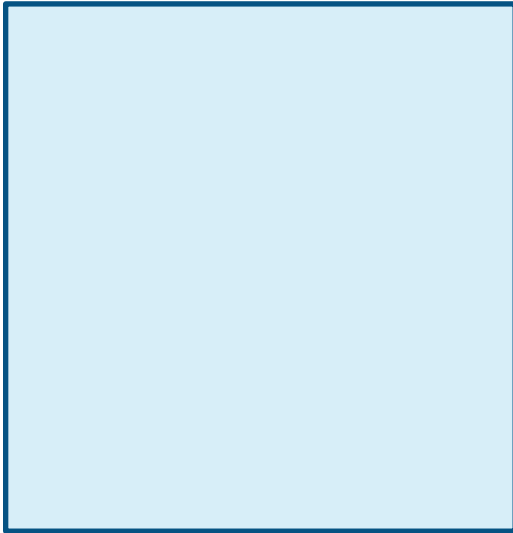


# How it works:

Step 1.

Step 2.

Step 3.



# Business Model

## Subscription Model

Continuous access to the service for a regular fee

## Software-as-a-Service

Access to software via cloud  
User fee



## Freemium

One free and one paid version  
Certain content only included in the paid version  
Some functions of the paid version can be activated in the free version for a small fee

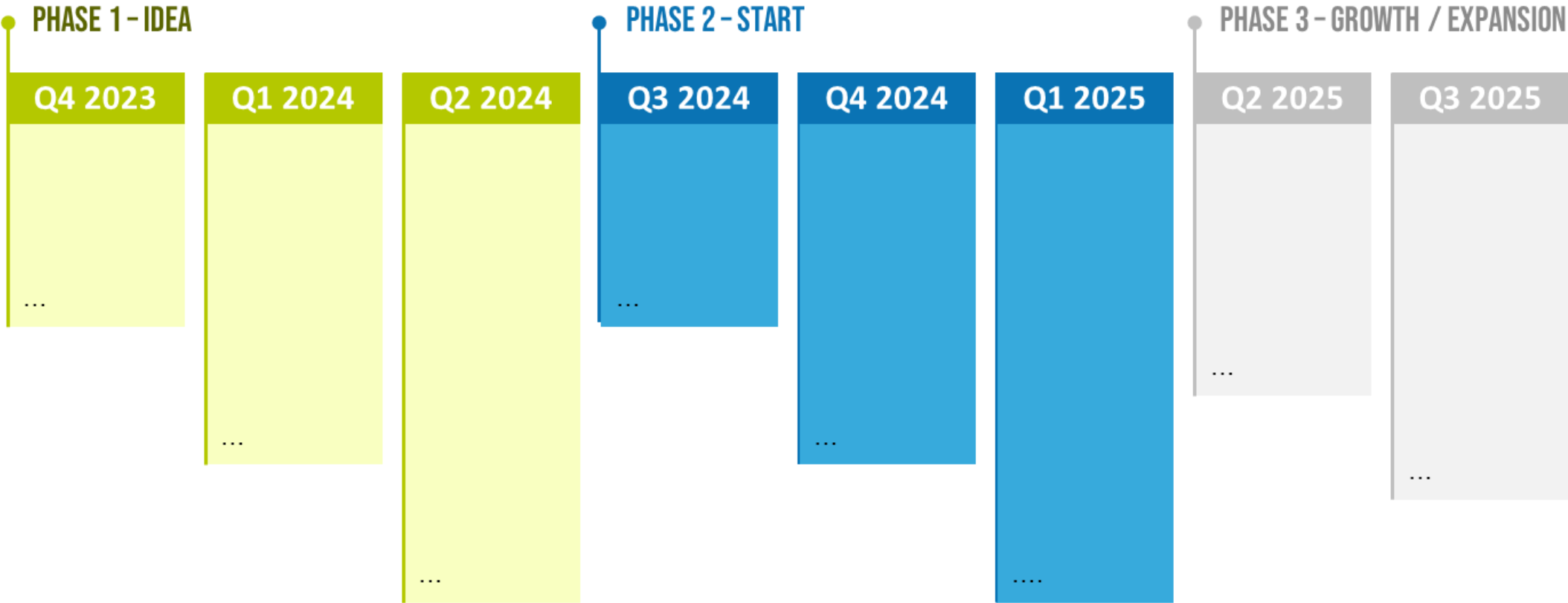
## B2B

Products, services or information

2.Business model	The business model articulates a clear route to market, is scalable and realistic.	15%
------------------	--	-----



# Milestones





# MARKET

Who is your target group?

What market are you entering?

What is your market potential?

Go to market strategy



# Who Are Your Customers?



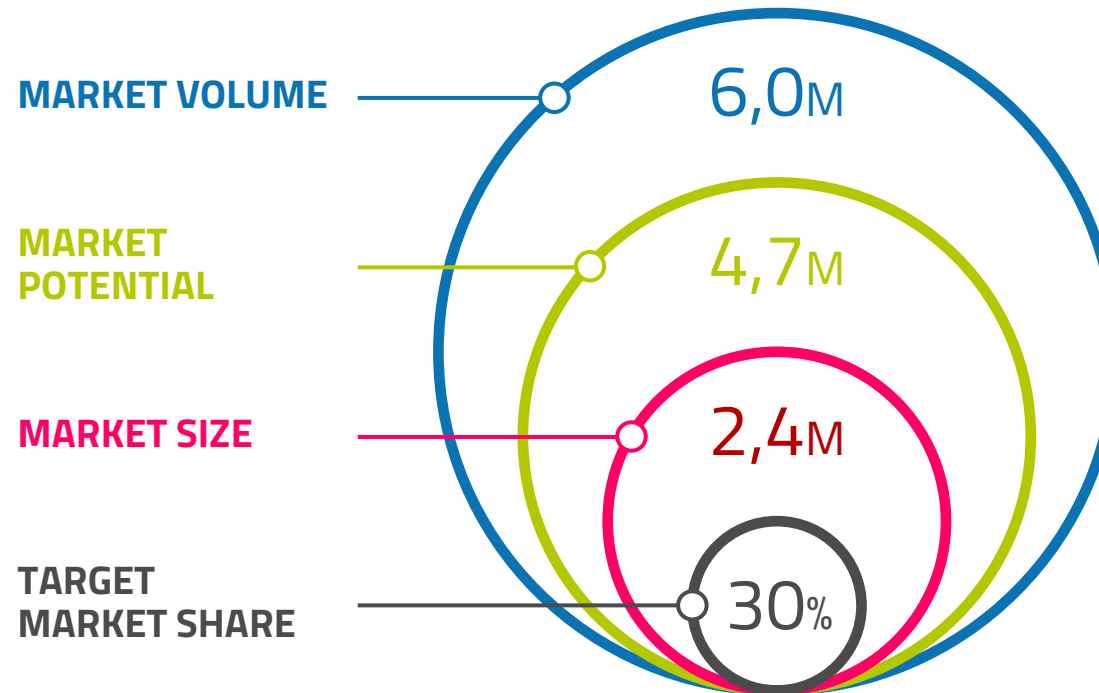
# Market

Give your audience a rough overview of your business idea's market potential.

Provide information about possible market segments, their absorptive capacity and opportunities for growth.

How many units do you plan to sell?

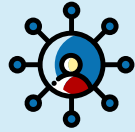
If possible, base your information on statistics or surveys to substantiate your numbers.



# Go-to-market strategy



# Revenue Planning



**50 million**

Number of times product  
has been used



**€ 0.26**

Profit per use



**€13,000,000**

Annual sales



# Revenue Planning

20.000  
products sold



last year

1.856  
new customers



last month

150.000 €  
in revenue



since  
launch





# Customer Testimonials



**Peter Wagner**  
Job/Company

....



**Paul Thielen**  
Job/Company

....



**Svenja Richter**  
Job/Company

....



## Your Company

A 5-7 word description of what you do

Subsequent Pitch Deck Template



### Problem

(Also called Business Opportunity)

What pain point have you discovered that your other customers are facing?

Keep this slide to a short statement that shows your understanding of the market.

Ensure that your statement is verifiable using data and reputable sources. Not just your opinions.

### The Solution

Describe your product/service in the abstract and how does it solve the problem.

If the problem statements on the previous slides are accurate, these are solutions that are responses to them.

Learn down close at what connects customers to the problem.

Learn down close at what connects customers to the problem.

Learn down close at what connects customers to the problem.

### The Product

OPTIONAL SLIDE

### The Product

Step 1: Explain your product in 3 or 4 steps.

Step 2: Show how your product and service. Customers with experience. Features.

Step 3: Show how your product and service. Customers with experience. Features.

Step 4: Show how your product and service. Customers with experience. Features.

OPTIONAL SLIDE

### The Product

OPTIONAL SLIDE



### The Product

OPTIONAL SLIDE

### The Product

OPTIONAL SLIDE

### The Product

OPTIONAL SLIDE

### Business Model

Talk generally about how you generate revenue (no need to get into the detail of each plan). Focus on your business model and your potential gross profit.

Do not run estimations for the future.

\$45 per month

\$100 per month

\$150 per month

Small

Mid

Medium

# Why are you and your team the one to change the status quo?

### OPTIONAL SLIDE

July 2023: First Revenue

September 2023: First Revenue

November 2023: First Revenue

June 2023: First Revenue

August 2023: First Revenue

October 2023: First Revenue



### OPTIONAL SLIDE

Tell us more about the KPIs they performance indicators that you are tracking, and why they are relevant to you. Showing an understanding of your Unit Economics is key to convincing investors that you understand your business.

### OPTIONAL SLIDE

Go into detail about your single, most important marketing channel.

If you are raising capital, you should have identified at least one promising channel, and have some numbers around how it could scale.

Refer to no more than 3-4 additional channels you intend to focus on with the capital you are raising.

This slide is not a list of every growth tactic you plan on using or experimenting with.

### OPTIONAL SLIDE

Go into detail about your single, most important marketing channel.

If you are raising capital, you should have identified at least one promising channel, and have some numbers around how it could scale.

Refer to no more than 3-4 additional channels you intend to focus on with the capital you are raising.

This slide is not a list of every growth tactic you plan on using or experimenting with.

### Market Size

Your Total Addressable Market should be a bottom-up approach, rather than a top-down approach.

Bottom Up: There are 3 target customers in the market. At our pricing, this is how large this company could become.

Top Down: The market is \$1B, and we'll take 1%.

Market Size: \$42 TAM

For more details: <https://www.pitchbook.com/market-size>

OPTIONAL SLIDE

### Competitors

Activity	You Data	Competitor 1	Competitor 2	Competitor 3
Feature 1				
Feature 2				
Feature 3				
Feature 4				

OPTIONAL SLIDE

### Competitive Advantages

Talk about your secret sauce.

Focus on what you understand about the current market that your competitors don't.

Technology

Data

Speed

### Press/Testimonials

A quote from your customer about the experience.

Your customer

A quote from your customer about the experience.

Your customer

OPTIONAL SLIDE

### The Team

CEO/Founder: Focus on the founding team and the high-level team members.

CTO: Focus on the founding team and the high-level team members.

Marketing: Focus on the founding team and the high-level team members.

Marketing: Focus on the founding team and the high-level team members.

### Financials Projections

OPTIONAL SLIDE

### Fundraising

Raising \$100K to reach \$1M (Revenue/Profit Goal) after 12 Months.

Provide round terms if other investors have already defined them.

Make sure the milestone you are targeting allows you to secure additional funding.

OPTIONAL SLIDE



## WHY US

Who is your competition?

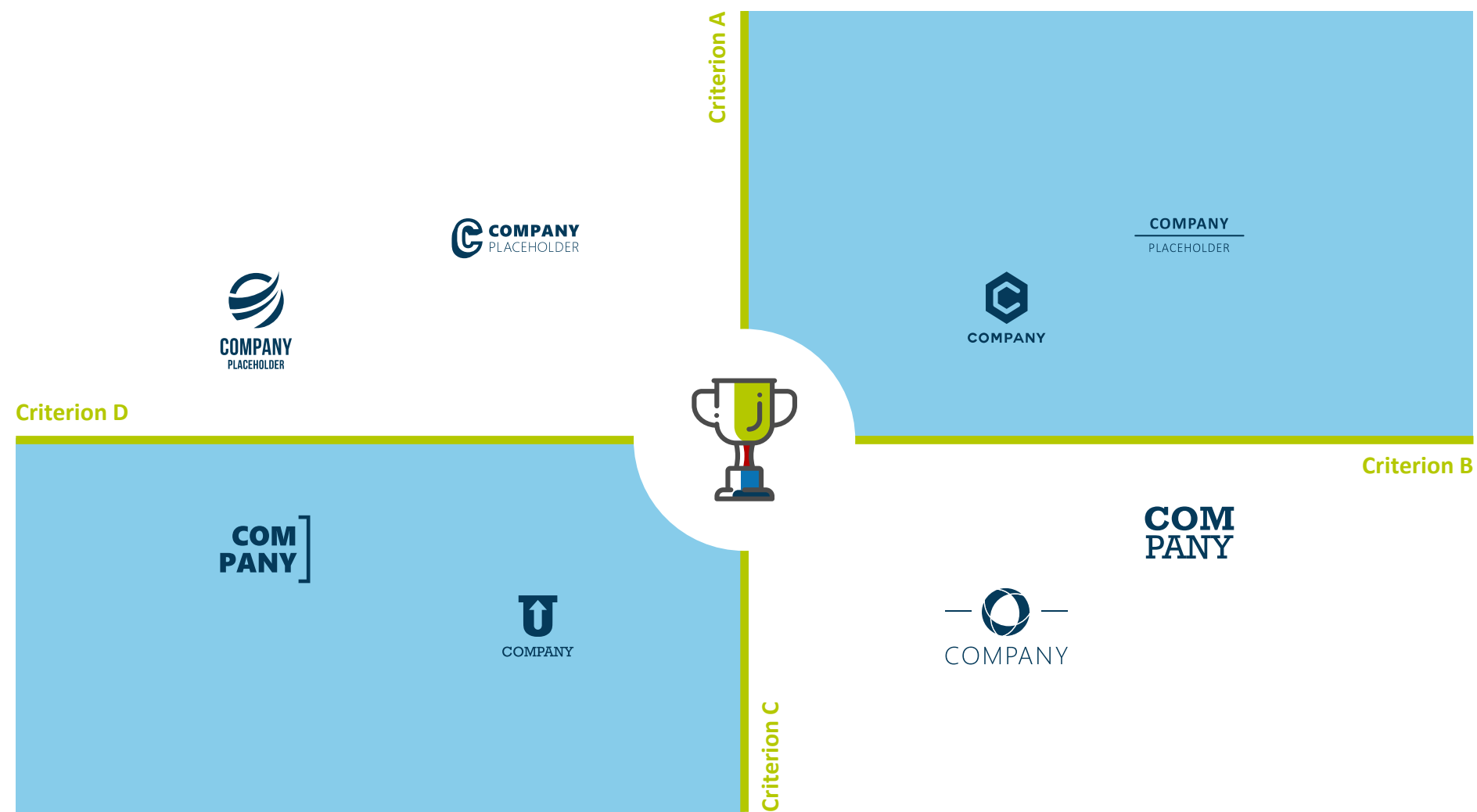
What sets your idea apart?

Who's behind the idea?

Who does what?



# Competition



30/10/2024



# Team



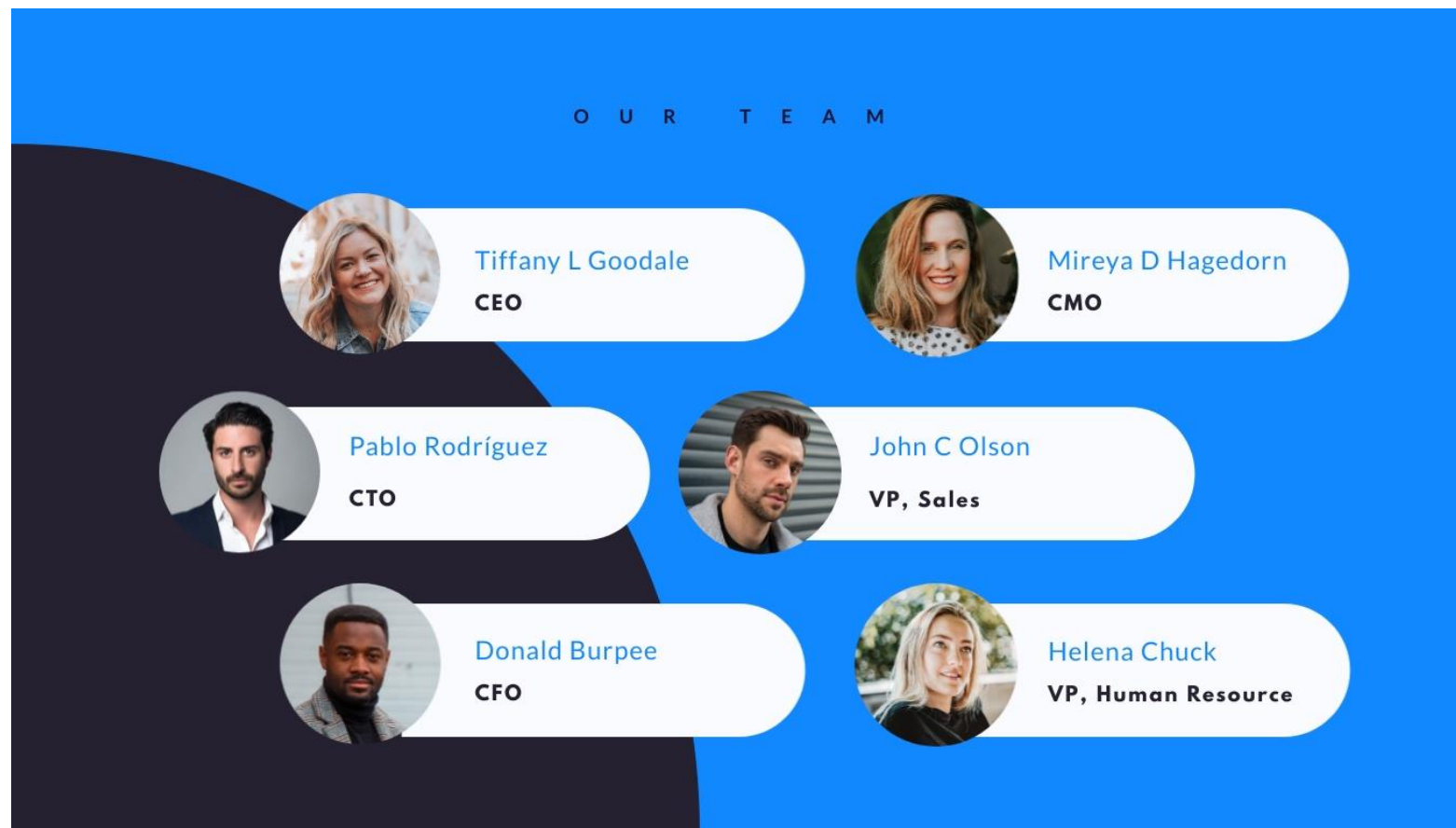
**Name SURNAME**  
**Describe Role, CEO**  
**Professional experience**  
**Title/degree/special skills**



**Name SURNAME**  
**Describe Role, CEO**  
**Professional experience**  
**Title/degree/special skills**



# Team



## Your Company

AS-7 word description of what you do

Optional Pitch Deck Alternative



## INTRO

### Problem

Also called Business Opportunity

What can you tell me you are solving?

It's a short answer that the market

Ensure that your customers are satisfied by the time you're ready to scale, not just your options

### The Solution

Describe your product/service in the abstract, and how does it solve the problem.

If the problem statement on the previous slides are addressing all customers, there are responses to them.

Learn down about all and connect all addressing all. Describe your product rules.

Learn down about all and connect all addressing all. Describe your product rules.

### The Product

### The Product

Step 1: Describe your product in 3 or 4 steps.

Step 2: How does your product and service address the needs of your customers?

Step 3: Describe your product in 3 or 4 steps.

Step 4: How does your product and service address the needs of your customers?

OPTIONAL SLIDE

### The Product

Customer Benefits

State of a key product benefit for the customer.

How does your product and service address the needs of your customers?

How does your product and service address the needs of your customers?

How does your product and service address the needs of your customers?

OPTIONAL SLIDE



### The Product

Market Validation

43 Million  
6 People  
10 Branches  
60% Growth

Use other companies and/or similar products to reaffirm how your product could perform in the market. This slide is especially important if your product drastically changes your customer's behavior.

### The Product

Customer Personal

Take about your client customer persona.

If you're a B2C company, focus on the demographics and needs of your target audience. Be more specific about who they are.

If you're a B2B company, tell us about the type of company that will buy your product/service, and who the decision maker is.

OPTIONAL SLIDE

### The Product

How to Deploy/Use Case

Assuming your product is live, give the investor an example use case of your technology. Focus on the success metrics you used to track performance.

This slide is most common with B2B products/services.

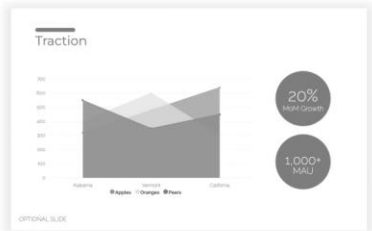
OPTIONAL SLIDE

### Business Model

Take generally about how you generate revenue. You need to get into the detail of each part. Focus on your business model and your potential gross profit. Do not run estimations for the future.

\$45 per month  
\$100 per month  
\$150 per month

Silver Gold Platinum



### Traction

Unit Economics

Tell us more about the KPIs (key performance indicators) that you are tracking, and why they are relevant to you.

Showing an understanding of your Unit Economics is key to convincing investors that you understand your business.

### Go-to Market Plans

Go into detail about your single, most important marketing channel.

If you are raising capital, you should have identified at least one promising channel, and have some numbers around how it could scale.

Refer to no more than 1-2 additional channels you intend to focus on with the capital you are raising.

▲ This slide is not a list of every growth tactic you plan on using or experimenting with.

### Potential Outcomes

What's the Outcome?

Take about the worst possible outcome for your business, or case your assumptions are incorrect or the market is too small.

What's the Outcome?

Your expectations about business case, based on your financial projections, if you are raising venture capital, this should be a realistic business opportunity.

What's the Outcome?

Take about the worst possible outcome for your business, or case your assumptions are incorrect or the market is too small.

### Market Size

Your Slide Deck addresses Market product a bottom-up approach, rather than a top-down approach.

\$42 TAM

Bottom-Up: If there are target customers in the market. At our 1st year, this is how large the company could become.

Top-Down: The market is \$42, and we're one unit.

Market Size is a key metric for your company to understand.

For more details, please see the slide deck.

OPTIONAL SLIDE

### Competitors

Activity	You Data	Competitor 1	Competitor 2	Competitor 3
Feature 1				
Feature 2				
Feature 3				
Feature 4				

OPTIONAL SLIDE

### Competitive Advantages

• Talk about your **secret sauce**

• Focus on what you understand about the current market that your competitors don't.

Technology Data Speed

### Press/Testimonials

“A quote from your customer about the experience.”

Your Customer

“A quote from your customer about the experience.”

Your Customer

OPTIONAL SLIDE

### The Team

Team Photo

Market Overview

## THE ASK

CFO: I would like to see the next step in your business. I would like to see the next step in your business.

Marketing: I would like to see the next step in your business. I would like to see the next step in your business.

### Financials Projections

What's the Outcome?

Activity	2018	2019	2020	2021	2022
Revenue					
COGS					
Gross Profit					
SG&A					
Net Income					
Profit Margin					





# The ASK

- How will award be used?
- How much do you need for your plans?
- Why now is the right time to invest in your idea.



# The Ask

# SET GOALS

- 1.
- 2.
- 3.



We need  
**300.000 €**



# Financing Needs

We need  
**300.000 €**



**€ XX**

expected annual profit

How will you use the  
investment

**€ 100,000**

already received  
from "Investor X"



Co-funded by the  
European Union



3.Prize impact	The prize will be catalytic for development of the idea and successful exploitation of the market opportunity.	20%
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iod



# How ill you protect your position on the market? SWOT Analysis

## Strengths

What is your particular area of expertise?  
What makes you unique on the market?  
Which services do your customers/clients ask for again and again?  
What tools and resources are available to you?

## Weaknesses

What products and services can the competition better provide?  
What gaps do you have in terms of tools, personnel or expertise?



## Opportunities

Are you facing new challenges that you can use to your advantage (new programs being offered, new employees being hired, new resources and tools at your disposal, etc.)?  
Are there any gaps in the market that you could fill?  
Could partnerships be beneficial?

## Threats

Who is your competition and what advantage do you have over them?  
Are there external influences that could negatively impact your situation?  
What obstacles do you face?



# CHECKLIST

- Do you have clarity on the problem / opportunity in the market?
- Can you describe simply and clearly what have you built to tackle it?
- Can you describe simply and clearly how does it work and who is it for?
- Can you clearly describe how much are you growing and will continue to grow?
- Can you clearly describe why are you and your team the ones to change the Status quo?
- Do you have clarity on what is your Ask - how will the award money be used?
- How much do you need to grow further?

# Examples to get inspired by

## Top 21 Pitch Decks from Food Startups [2023]



### Copa di Vino Isn't The Wine The Sharks Want | Shark Tank Misses



### We Finally Know What Happened To Zipz Wine After Shark Tank

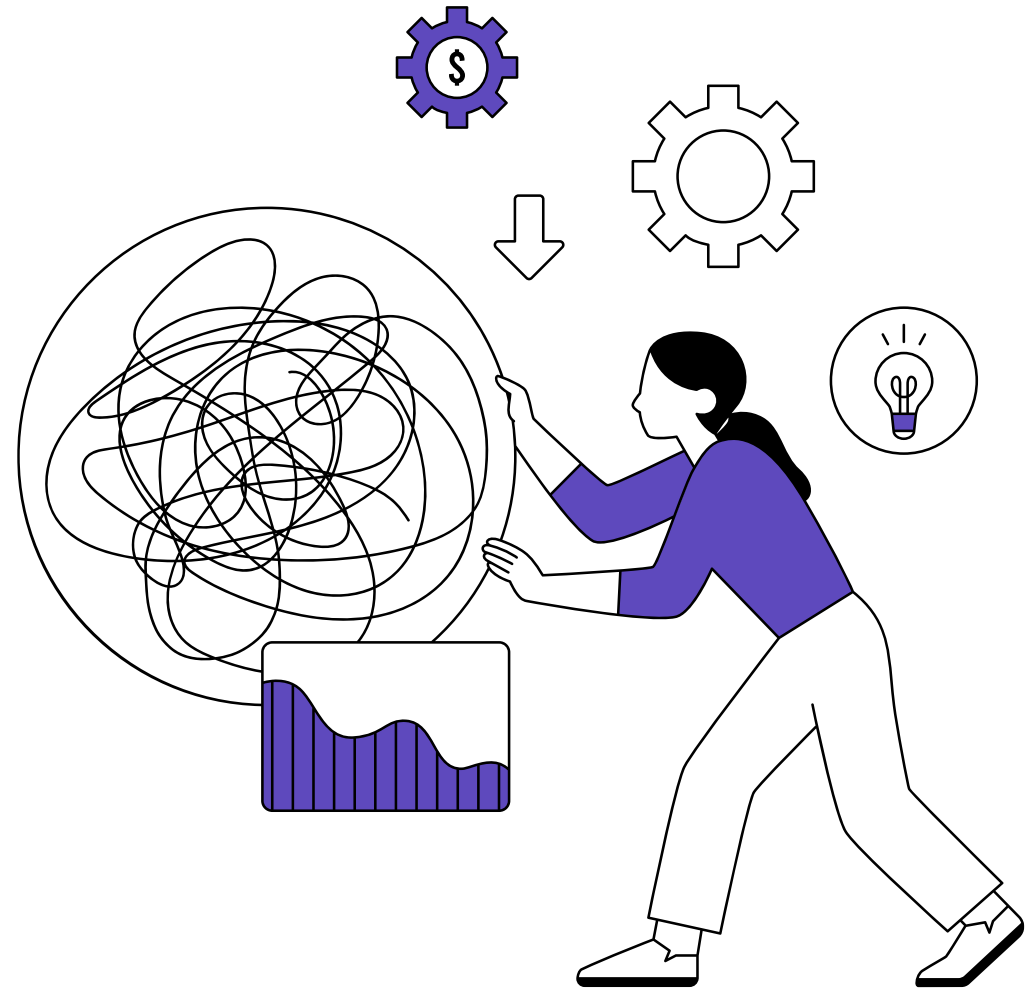


### Shark Tank US | Kevin Hart Swaps Partners On The Transformation Factory Deal Sea moss gel



# Questions

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# Reminder

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## Deliverable 3

**Pitch deck of Team (name)**

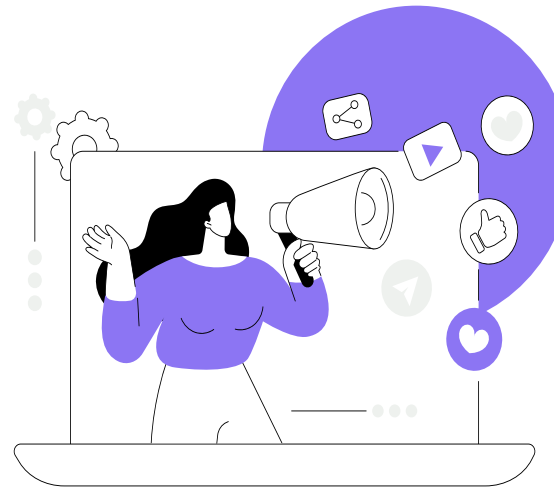
Make sure your Team's Deliverable is uploaded [HERE](#) before the deadline!

**Deadline: October 21th, 2024 (10:00 AM)**



# Next Steps

**Deliverable #3:**  
**Pitch deck**  
**21th October**



Session 17 :  
Zero to One: Street-Smart  
Founders with AI  
Patrick Collins  
**15th October**  
**17:00 - 18:30 CET**

Session 18 :  
Pitch dos & don'ts  
**17th October**  
**17:00 - 18:30 CET**

Session 19:  
Practice your Pitch  
**8 teams**  
**(5min. pitch, 5min. feedback)**  
**24th October**  
**17:00 - 18:30 CET**



# Contact Us!

Do you have any questions?

[teamup@eitfood.eu](mailto:teamup@eitfood.eu)

