

digital**switzerland**



**Startup DAYS**  
Startups meet Investors

# Pitching Battle Guidelines

## 25. & 26. September 2018

| **Jean-Pierre Vuilleumier**

| vui@startupinvest.ch

| +41 79 251 32 09

[www.startupinvest.ch](http://www.startupinvest.ch)

| **Daniel Bermejo**

| db@startupinvest.ch

| +41 79 794 97 73

2 DAYS

200 STARTUPS

5 TRACKS



AUTONOMOUS SYSTEMS

- + Artificial Intelligence
- + Data Mining
- + Augmented & Virtual Reality
- + Robotics
- + Mobility
- + Smart Cities
- + Smart Buildings
- + Supply Chain & Logistics



HEALTHTECH

- + Healthcare
- + Biotech
- + Medtech
- + Digital Health
- + Wellbeing
- + Wearables



SUSTAINABLE TECHNOLOGIES

- + Energy Transition
- + Sustainable Living
- + Organic Agriculture
- + Environmental Economics
- + CleanTech
- + Foodtech
- + New Materials
- + Micro-/Nanotech



FINTECH

- + FinTech
- + Funding/Alternative finance
- + Payment
- + PropTech
- + RegTech
- + InsurTech
- + LegalTech
- + Security & Privacy

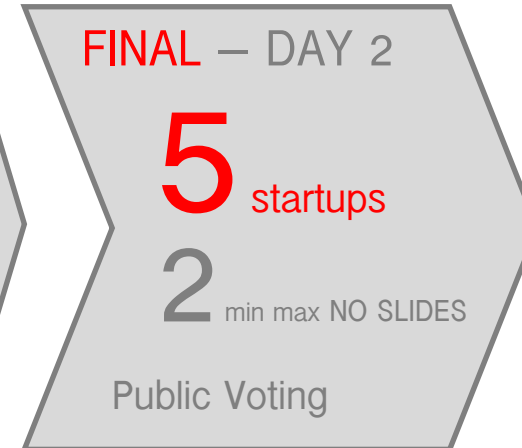
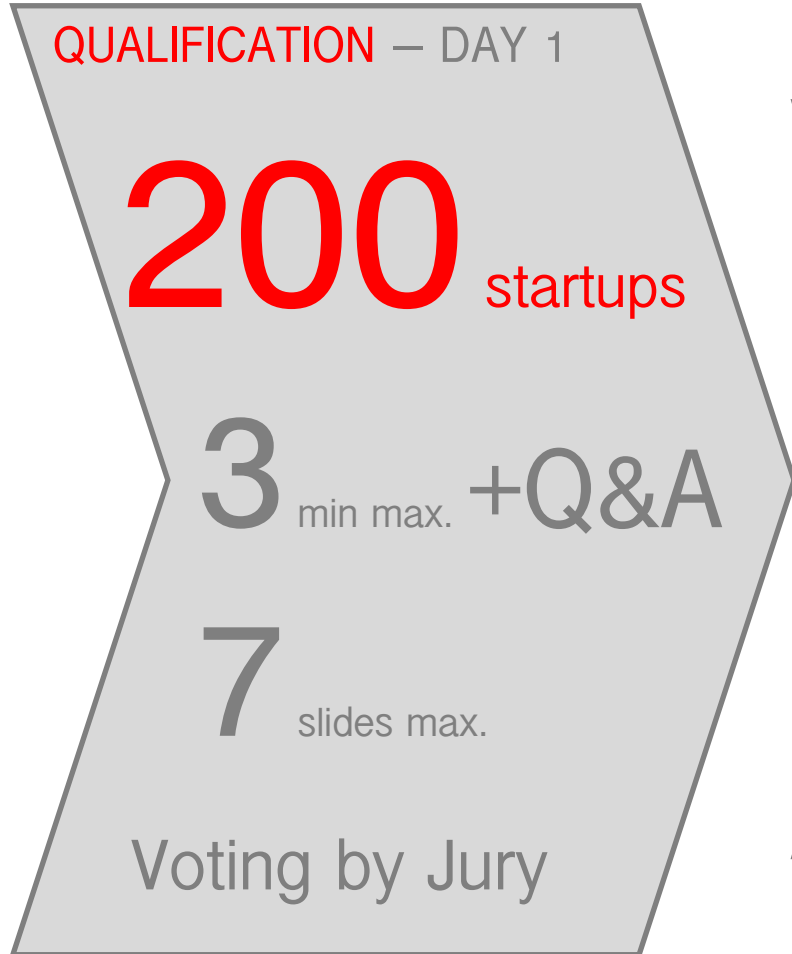


CONTENT & CHANNELS

- + ICT
- + Art & Culture
- + Sports & Performance
- + Social & Communities
- + Travel & Tourism
- + Lifestyle & Fashion
- + News & Entertainment

- (1) Register on <https://startupdays.ch>
- (2) Fill out or update your **PROFILE** online
- (3) **Apply** in the Custom Questions for a Pitching Slot
- (4) Fill out the Startup **FACTSHEET** (mandatory)

**We will inform you ahead of time if you have a slot**



Total prize money  
**CHF 100'000**

# 3

MINUTES max.

- Pointers **NOT** allowed
- + 1-3 min. Q&A by investors
- Online feedback by jury/investors with event app
- Consider the investor rating criteria:
  - ✓ Market potential (Problem/Solution Fit)
  - ✓ Biz Model (how to monetize it)
  - ✓ TEAM
  - ✓ Innovation (Tech/IP)
  - ✓ Quality of Pitch
- Watch your body language
- Practice, practice and practice

# 7

## SLIDES max.

...OR NO SLIDES AT ALL !!

If you opt for using slides

- Send PDF version of your pitch before Deadline
- Avoid animations
- Pick 7 slides from the list (red = mandatory)
  - Title page with mantra & contact
  - Problem / opportunity
  - Solution (magic/technology/IP strategy)
  - Market potential / traction
  - Competition / competing technologies
  - Business model / traction
  - Team
  - Status: achievements & next steps
  - Offering / call for action

WINNER

**CHF 50'000** in cash



CHF 25'000  
in-cash



CHF 25'000  
in-cash

2<sup>nd</sup> PLACE

**CHF 18'000** in kind



16h of Legal  
Consulting



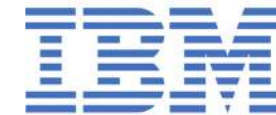
16h of Engineering  
Consulting

3<sup>rd</sup> PLACE

**CHF 18'000** in kind



16h of Legal  
Consulting



16h of IBM Software  
Consulting

4<sup>th</sup> PLACE

**CHF 9'000** in kind



16h of Intellectual  
Property Consulting



Free Ticket

5<sup>th</sup> PLACE

**CHF 5'000** in kind



8h of Legal  
Consulting



Free Ticket

## We encourage you to:

- Let the CEO present (do not switch speakers, not enough time)
- Be authentic, be yourself
- Be humble, open-minded during Q&A session
- Know your pitch (with your heart not by heart)
- Know your numbers (regarding the offering)
- **Download our templates as guidelines but DO NOT copy them for your case**



[www.pitching.ch](http://www.pitching.ch)