

# Pitching Battle Guidelines Startup DAYS

## 28. May 2019



VERSION 15.5.2019

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>100 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

QUALIFICATION

> 100 startups

100 seconds

max. 3 slides max.

Voting by Jury

FINAL

10 startups  
2 per Tech Track

100 sec  
3 slides

Voting by Public

Total prize money  
In-Kind  
CHF 50'000

All Finalists are  
Invited to the  
Investor DINNER

	WINNER	RUNNER UP
<p>AUTONOMOUS SYSTEMS</p> <p>HEALTH TECH</p> <p>SUSTAINABLE TECH</p> <p>FINTECH</p> <p>CONTENT &amp; CHANNELS</p>	<p><b>5 x CHF 5'000</b></p> <p>In value to attend CES, VIVATECH and other Events</p> <p><b>WISSENSCHAFT. BEWEGEN</b></p> <p>GEBERT RÜF STIFTUNG</p>	<p>10h of Legal Consulting </p> <p>10h of Business Consulting </p> <p>10h of Legal Consulting </p> <p>10h of Software Consulting </p> <p>10h of Legal Consulting </p>

All Finalists are invited to the **Investor DINNER**.

# 100

## SECONDS max.

- On SoapBox
- With **Confidence Screen & Timer** in front of you
- Feedback by Jury with event app in qualification
- Feedback by Public in final
- Rating criteria for qualification
  - ✓ Rate the importance of the Problem (1-5 stars)
  - ✓ Rate the proposed Solution (1-5 stars)
  - ✓ Rate the Pitch and Personality (1-5 stars)
- Public Voting in final



- Adapted **SoapBox** after Venture DAY in Zurich in April 2019
- **max. 3 Slides to support the pitch** (see next slide)

# 3 S

**LIDES** max.

...OR NO SLIDES AT ALL !!

If you opt for using slides

- Send PDF version of your pitch before

**Deadline: 25. May 2019**

**Email: [pitch@startupinvest.ch](mailto:pitch@startupinvest.ch)**

- 3 slides from the list (max)

NO Title Slide needed

- Problem
- Solution (magic/IP/status)
- Call for Action (offering)

**10:30-12:45**

Pitching Qualification 1

Pitching Qualification 2

**Room**

Arena

Szenario II

**17:30-18:00**

Pitching Battle Final

Arena

**Tech Track allocation to Rooms and the time schedule will be communicated at the Event.**



## We encourage you to:

- Let the CEO present (do not switch speakers, not enough time)
- Be authentic, be yourself
- 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)