Pitching Battle Guidelines Startup DAYs
5. & 6. October 2020

VERSION 12.8.2020

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>150 STARTUPS   5 TRACKS

AUTONOMOUS SYSTEMS

HEALTHTECH

SUSTAINABLE TECHNOLOGIES

FINTECH

CONTENT & CHANNELS

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

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

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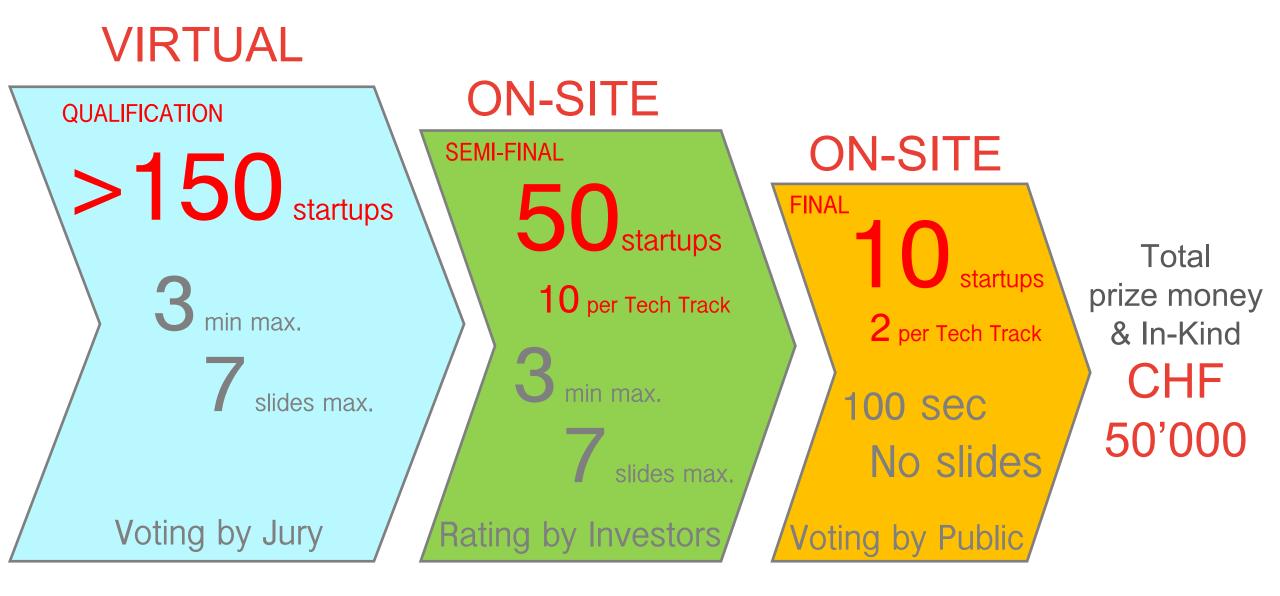+ CleanTech
+ Foodtech
+ New Materials
+ Micro-/Nanotech

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

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

StartupDAYS

: pitch format

VIRTUAL

QUALIFICATION

>150 startups

3 min max.

7 slides max.

Voting by Jury

ON-SITE

SEMI-FINAL

50 startups

10 per Tech Track

3 min max.

7 slides max.

Rating by Investors

ON-SITE

FINAL

10 startups

2 per Tech Track

100 sec

No slides

Voting by Public

Total
prize money
& In-Kind

**CHF
50'000**

StartupDAYS : prizes tbc

	WINNER	RUNNER UP
AUTONOMOUS SYSTEMS HEALTH TECH SUSTAINABLE TECH FINTECH CONTENT & CHANNELS	**5 x CHF 5'000** In value to attend CES, VIVATECH and other Events **WISSENSCHAFT.** **BEWEGEN** GEBERT RÜF STIFTUNG	10h of Legal Consulting — *wenger & vieli* Attorneys at law 10h of Business Consulting — *zühlke ventures* 10h of Legal Consulting — Kellerhals Carrard 10h of Software Consulting — IBM 10h of Legal Consulting — startup@walderwyss

3 MINUTES max.

- With **LOOM** pre-recorded video

- **Deadline: 10. September 2020**

- **Upload Link for video and slides (pdf)**

- Voting/Selection by dedicated Jury

7

SLIDES max.

...OR NO SLIDES AT ALL !!

If you opt for using slides
- Send PDF version of your pitch (16:9 format)
- 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

- MP4 format

We will not accept videos of inferior quality!

- The ideal video resolution is 720p at 30 frames per second, as it balances good streaming quality and fast loading

- Web optimized option ticked ON

- Audio bitrate set at 128

- Audio Channel: stereo

- We want you and the slides to appear in the video

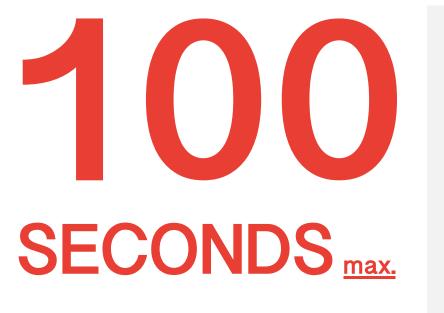- It is ok to start with an image before you appear in the video

3
MINUTES max.

- LIVE, on-site, with live-streaming (6.10.2020)

- We will use same pitch slides as for qualification

- With Confidence Screen & Timer in front of you

- Rating criteria for semi-final
  - ✓ Rate the importance of the Problem (1-5 stars)
  - ✓ Rate the proposed Solution (1-5 stars)
  - ✓ Rate the Pitch and Personality (1-5 stars)

- Rating by Investors & Corporates
  (on-site or virtual)

100 SECONDS max.

- On SoapBox - on-site – live streaming (6.10.2020)

- No Slides at all!

- With Timer in front of you

- Public Voting

- SoapBox@Startup DAYs 2019 (Final)

- max. 7 Slides to support the pitch in qualification and semi-final

10:30-12:30	**Room**	**Tech Track**
Pitching Semi Final 1	Szenario 1	tbd
Pitching Semi Final 2	Szenario 2	tbd
17:15-17:45		
Pitching Battle Final	Arena	all tracks

The final time schedule will be communicated before 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 <u>DO NOT</u> copy them for your case**

THE ART OF PITCHING
Get to the Point!

www.pitching.ch