Innovation Presentation

A pitch deck (presentation for investors) is a standardised form of communication, short and containing specific categories of information. The presentation should be submitted in PDF or PPT(X) format.

1. **PROBLEM / NEED**
   - explain what problem you want to solve, using figures and showing it from the perspective of a specific customer/end user. Name the problem/need; explain why it is important (effects on individuals/society, economic, environmental, etc.); show that it will be an important problem in the coming years (trends, forecasts); describe how the problem/need is addressed today. Use bullet points, do not use too many words, provide figures/statistics, refer to reports;
2. **SOLUTION**
   - name the solution - say what you are working on; list its most important features - those that differentiate it from existing products/substitutes on the market, on which competitive advantage will be built, including protected IP if any. Does your solution also address other needs/problems? Provide a brief specification, visualisation, description, diagram, infographic, photo. Focus on features that are relevant from the user's perspective;
3. **COMPETITION**
   - describe the key products/services and companies you will be competing with; areas where you have an advantage over your competitors; areas where your competitors have an advantage; barriers to entry for competitors (e.g. IP, know-how);
4. **MARKET**
   - Describe how large/valuable the market is, how much this market is/will be worth according to market data/reports/forecasts; how quickly is the market changing? In which areas are the biggest changes/promising prospects expected? Show that this is an area worthy of attention; use figures/statistics, charts, maps, diagrams.
5. **TEAM AND PARTNERS**
   - introduce the people – the originators and key personnel, their competences, experience, including business experience, achievements to date – in particular those relevant to the success of the project; show that the team has the skills necessary to achieve success, or that you know how to supplement them – show openness to new team members; introduce partners and their potential/declared contribution to the project.