

Pitch Training SwissInnovation Challenge

n|w Fachhochschule
Nordwestschweiz

WIRTSCHAFTSKAMMER
BASELSTADT
BASELSTADT

**Basellandschaftliche
Kantonalbank**



Informationen about the Competition

SwissInnovation Challenge

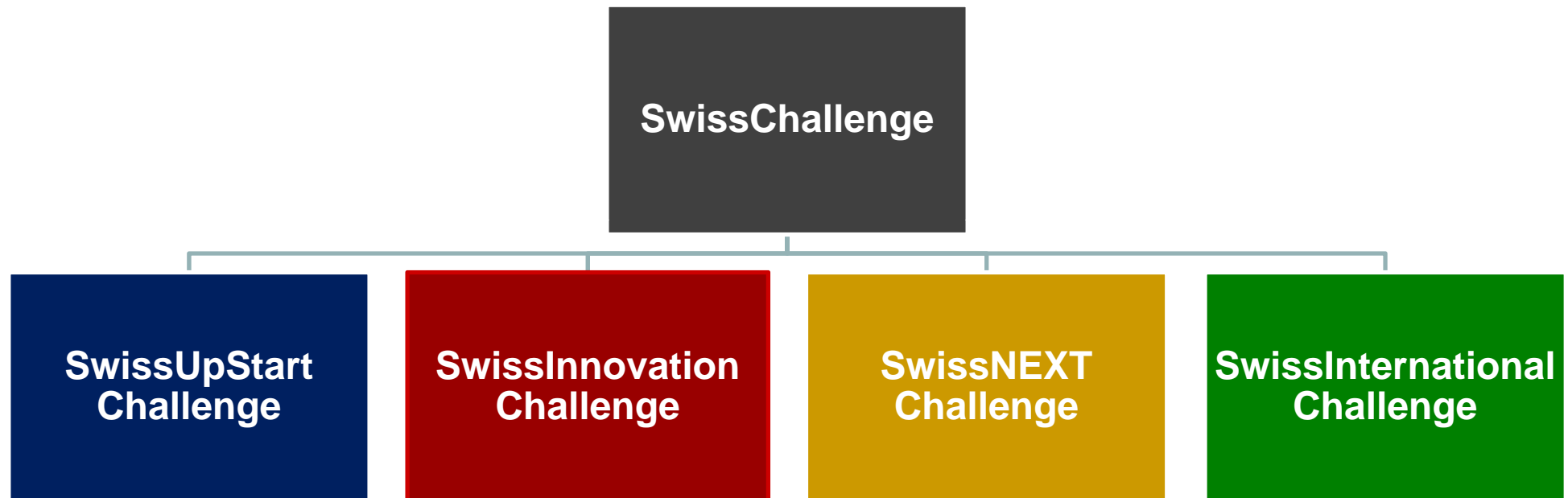
n|w Fachhochschule
Nordwestschweiz

WIRTSCHAFTSKAMMER
BASELSTADT

**Basellandschaftliche
Kantonalbank**



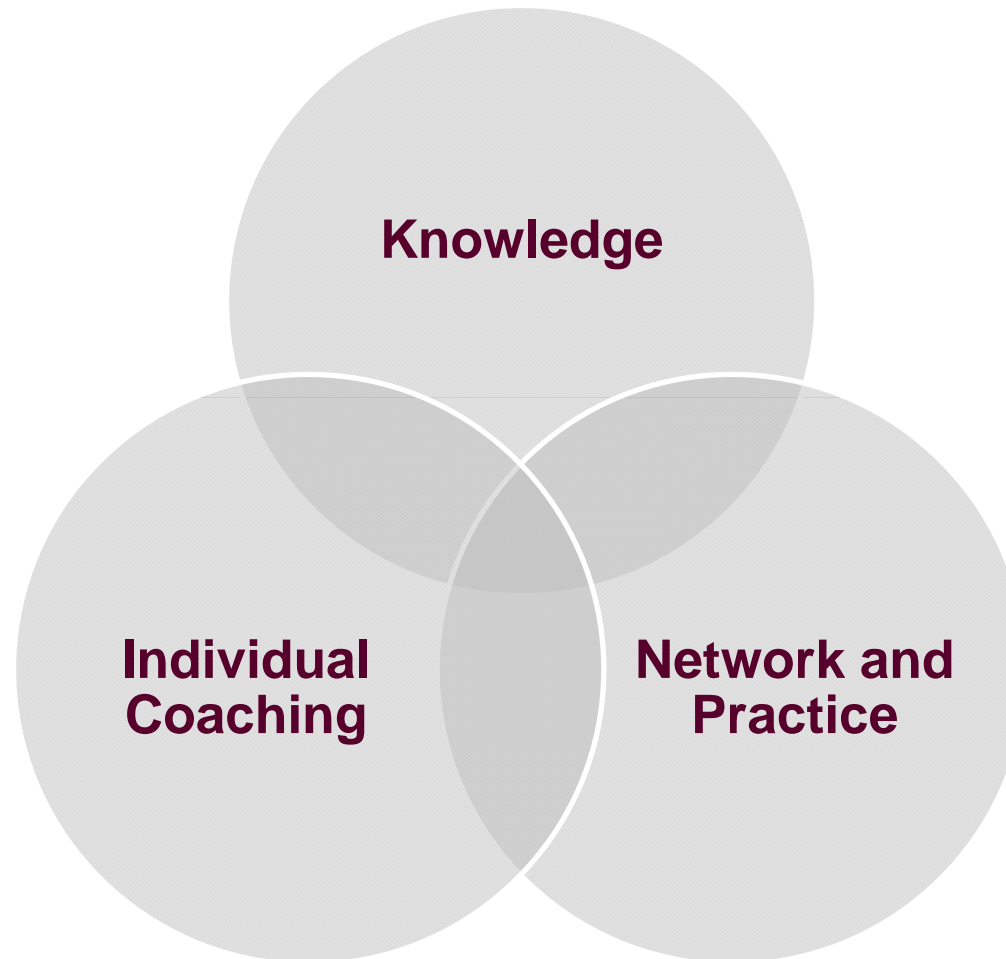
Swiss Challenge consists of our competitions



The SwissInnovation Challenge

- Eight-month-long innovation promotion programme
- Three phases
- You have the right to access the support offer
- There will be a selection process at the end of each round
- Assessment of the innovation idea by an internal and external jury
- The winner will be awarded 20,000 Swiss Francs and two runners will each be awarded 5,000 Swiss Francs. The award is given at the day of commerce from the canton Baselland on September 2nd

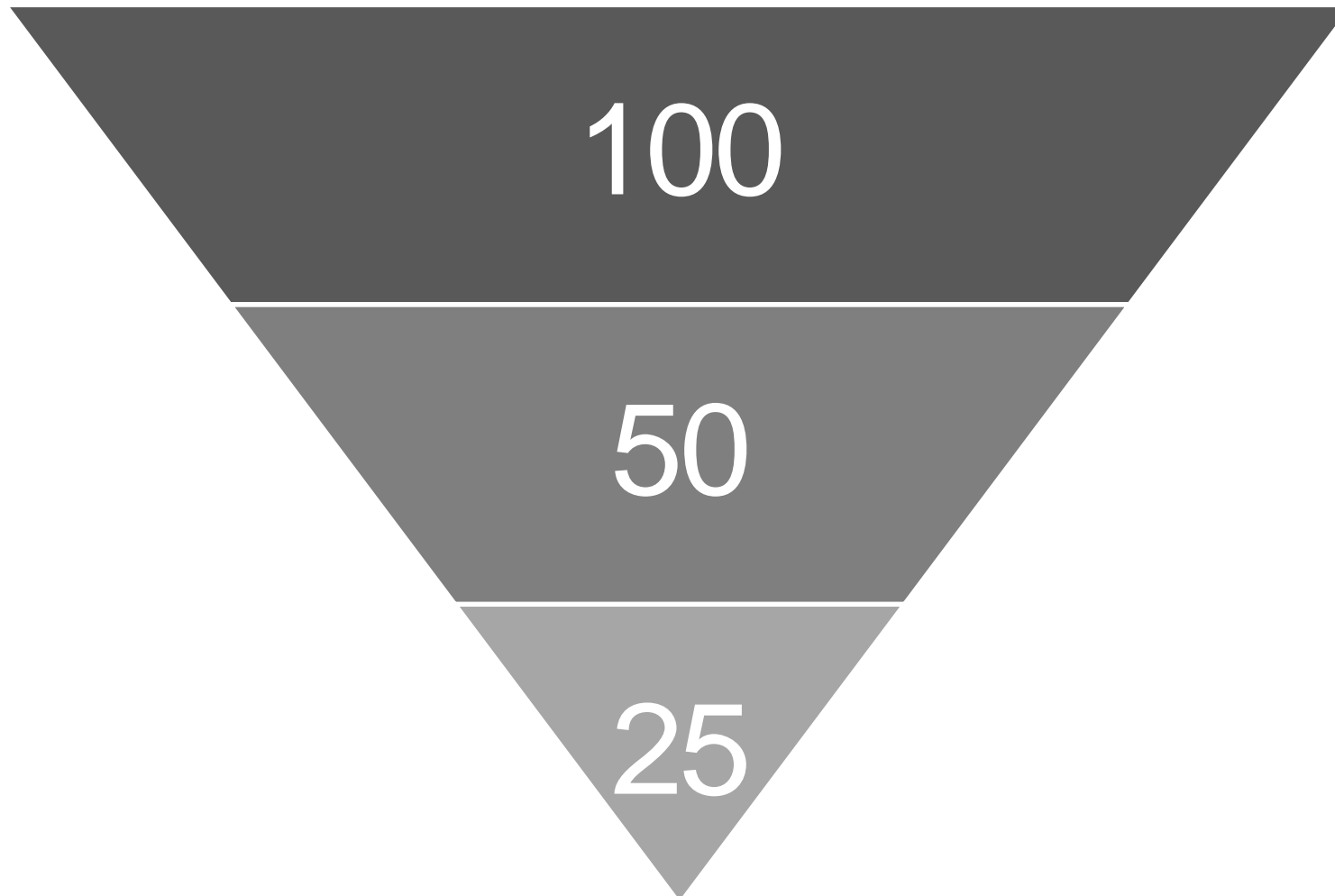
Benefit for the participants is not only the price money



The procedure consists of three phases



25 proposals will be considered in the final pitch



Phase I: Outlining the innovation / business idea

1. The prerequisite for admission to the first selection presentation is the formulation of an innovation concept. It can take the form of a product innovation, a new business model, an organizational innovation or an innovation in management.
2. You should explain your idea on two to three A4 pages and submit it as a PDF by email or as a hard copy by post three weeks before the selection presentation. The internal Jury will make a pre-selection based on defined criteria. If the idea you have submitted fulfils these criteria, you will be invited to the personal selection presentation.
3. During this presentation you will have the task of convincing the internal Jury about you and your innovative plan in six minutes.

Your concept must include the following aspects:

- Formulation of a clear and understandable vision and implementation (graphically/visually)
- A concrete idea: What would we like to do/have we done?
 - What exactly is the innovative value?
 - What added value does it generate (including comparison with the competition)?
- A basic analysis of the competition. What are our competitors doing? What makes our innovation stand out? What benefit do we expect from its introduction?
- Estimates regarding financing: How much capital is required? Who will finance it?
- Estimates regarding earnings: cost structure / break-even / profit dynamics
- Timetable: what are the next steps?

Evaluation criteria for the presentation (Phase I)

Level of excellence	Very good	Good	Average	Below average (urgent need for action)			Number of points
Innovation	Innovation was communicated very convincingly	Innovation was communicated fairly convincingly	Innovation was only partially communicated but has potential	Innovation was inadequately communicated	Innovation was barely communicated	No innovation was communicated	
Potential	Potential is very convincing	Potential is fairly convincing	There is some potential	There is little potential	There is almost no potential	There is no potential	
Presentation	Presentation was excellent and completely convincing	Presentation was good and reasonably convincing	Presentation was average and only partially convincing	Presentation was not particularly convincing	Presentation was poor	Presentation was very poor	
Points awarded	10	8	6	4	2	0	
Traffic light logic Ø	30.....27	26.....18	17.....0				

Phase II: Turning the business idea into a business plan

- The prerequisite for admission to the second selection presentation is the formulation of an professional business plan, based on your innovation-concept
- The business plan should be between 15 and 30 pages
- It should be submitted as a PDF by email or as a hard copy by post three weeks before the selection presentation
- You will have the task of presenting your business plan to an internal Jury in eight minutes
- In order to move on to the next round you need at least 24 points out of a maximum 40 points
- The 25 participants who are chosen from this round then qualify for the final

The business plan should include the following aspects:

1. Summary: business idea, vision, strategy, management, products, market, finance plan, risks and opportunities, any offers of investment
2. The company: legal structure and capital structure, owners, strategic and operative partners, controlling, consultants
3. Management and staff: organisational chart, roles, education and management experience of key people, personnel planning and development
4. Products and services: detailed description of products and services as well as value for the customer, position in life cycle, further development and innovation
5. Markets: key market (potential and growth), customer structure, planned sales figures, competitors, competition and market analysis

The business plan should include the following aspects:

6. Marketing: target markets and customer groups, PR, advertising, sales, distribution, product range, service and price policy
7. Business risks: analysis of potential dangers and how to avoid or minimise risks.
8. Production and infrastructure: location, production facilities, capacity, warehouse, suppliers, cost estimate
9. Other aspects: patent and brand protection, risk and insurance policy, public commitment
10. Timeline: deadlines, milestones

➡ **The suggested content for the business plan should be adapted to the nature of the innovation project**

Evaluation criteria presentation (Phase II)

Level of excellence	Very good	Good	Average	Below average (urgent need for action)			Number of points
Goals and benefits	Goals and benefits were described very convincingly	Goals and benefits were described fairly convincingly	Goals and benefits were only partially described but have potential	Goals and benefits were inadequately described	Goals and benefits were hardly mentioned	Goals and benefits were not mentioned	
Opportunities/risks	Opportunities and risks were described very convincingly	Opportunities and risks were described fairly convincingly	Opportunities and risks were only partially described but have potential	Opportunities and risks were inadequately described	Opportunities and risks were hardly described	Opportunities and risks were not described	
Resources	Resources needed were described very convincingly	Resources needed were described fairly convincingly	Resources needed were only partially described but have potential	Resources needed were inadequately described	Resources needed were hardly described	Resources needed were not described	
Presentation	Presentation was excellent and completely convincing	Presentation was good and reasonably convincing	Presentation was average and only partially convincing	Presentation was not particularly convincing	Presentation was poor	Presentation was very poor	
Points awarded	10	8	6	4	2	0	
Traffic light logic Ø	40.....31	30.....24	23.....0				

Phase III – Polishing your business plan

- You have the task of designing a presentation which focuses on either the plan for the implementation or the sales documentation relating to the innovation
- At the final presentation, you will demonstrate the implementation of your innovation and / or the sales documentation for your product innovation within seven minutes to the Jury and the public
- You can choose the medium of your presentation
- The Jury determines the winner in the order of the achieved average overall score

Requirements for the final presentation

A ten-minute presentation using a medium of your choice:

- Short summary of the entrepreneurial vision /philosophy
- Contextualizing the innovation in the vision of the enterprise
- Concrete feasibility and implementation of the innovation project
- Presentation of the project management implementation plan
- Expected benefit for the customer and the business
- Innovative content and potential

Evaluation criteria final presentation (Phase III)

Level of excellence	Very good	Good	Average	Below average (urgent need for action)			Number of points
Innovation content	Innovation content very convincing	Innovation content fairly convincing	Some innovation content evident	Little innovation content	Almost no innovation content	No innovation content	
Expected benefit to company	Benefit to company was described very convincingly	Benefit to company was described fairly convincingly	Benefit to company was only partially described but has potential	Benefit to company was not described well	Almost no benefit to company described	No benefit to company described	
Embedding of innovation in business concept	Innovation very convincingly embedded in business concept	Innovation embedded in business concept	Innovation partially embedded in business concept, but has potential	Innovation not well embedded in business concept	Innovation hardly embedded in business concept	Innovation not embedded in business concept	
Implementation plan	Implementation was described very convincingly	Implementation was described fairly convincingly	Implementation was only partially described but has potential	Implementation was not described well	Almost no description of implementation	No description of implementation	
Project management	Project management was presented very convincingly	Project management was presented fairly convincingly	Project management was only partially presented but has potential	Project management was not presented well	Almost no reference to project management	No reference to project management	
Presentation	Presentation was excellent and completely convincing	Presentation was good and reasonably convincing	Presentation was average and only partially convincing	Presentation was not particularly convincing	Presentation was poor	Presentation was very poor	
Points gained	10	8	6	4	2	0	

The Jury for the first pitch will consist of the following members

- Prof. Dr. Arie Hans Verkuil – Head of Institute of Management (Jury President)
- Christoph Buser - Director of the Chamber of Commerce Baselland
- Prof. Dr. Ivan Köhle, Dean BSc Business Administration FHNW
- Patrick Tschopp, Cantonal Bank of Baselland (BLKB)

The Pitching Event on 27th March 2015 will be organized as follows:

Local time	Swiss time	Name team leader	First name team leader	Company
19.00 pm	13.00 pm	Ms Nguyen	Thi Anh Phuong	VINA-TECH CORPORATION
19.20 pm	13.20 pm	Mr Tran	Vu Canh	
19.40 pm	13.40 pm	Mr Loc	Truong Ninh	Loc Phat production corporation
20.00 pm	14.00 pm	Ms Hoang	Kim Ngan	
20.20 pm	14.20 pm	Mr Hieu	Dang Minh	PT Company
20.40 pm	14.40 pm	Ms Thuy	Vu Thi Thanh	Ho Chi Minh City University of Technology
21.00 pm	15.00 pm	Mr Nguyen Tran	Hoang Duong	DN Inves Co., Ltd
21.20 pm	15.20 pm	Mr Nguyen Tang	Phong	

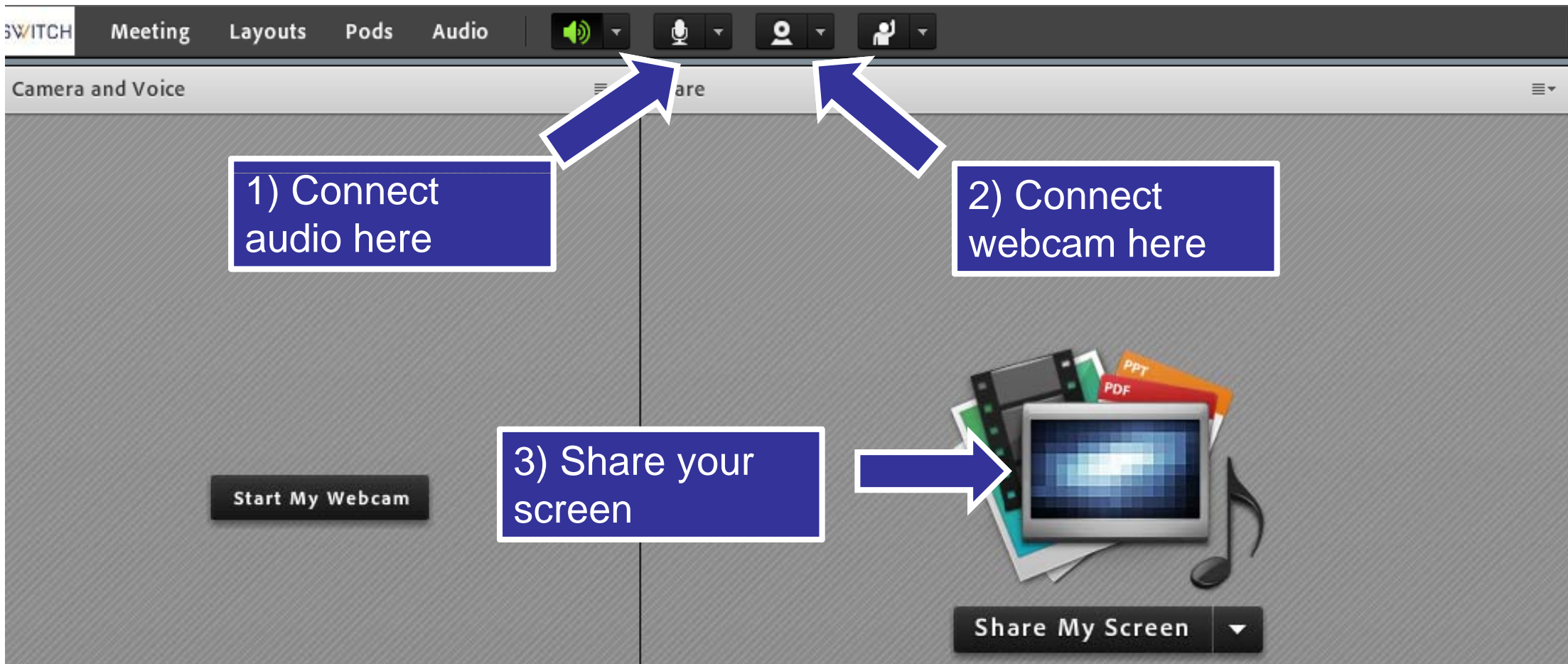
The following technical requirements need to be fulfilled in order to allow a smooth pitching event:

- You should have a fast connection to the internet
- Please make sure you have a good camera and a microphone
- You should have a Skype-account and send us your account-name in advance (skype is just our backup solution)
- Your presentation should be in an electronic form

How will the pitch work?

- We will send you link to our collaboration-platform (Adobe connect) in advance
- When it is time for your pitch open the link and log in as a guest
- You will have the rights of a presenter

How will the pitch work?



How will the pitch work?

- When your webcam and audio work and you shared your desktop you can start with your presentation
- Just go into the presentation-mode of power point and act like in an normal presentation
- We can see your presentation on our screen, here your voice and also see how you talk in front of the webcam

If you have any questions or suggestions, please do not hesitate to contact us!!



Administrative Head

lic. phil. Stefan Philippi
stefan.philippi@fhnw.ch



Business and Academic Head

Prof. Dr. Rolf-Dieter Reineke
rolfdieter.reineke@fhnw.ch

University of Applied Sciences Northwestern Switzerland (FHNW), School of Business, Institute of Management, Bahnhofstrasse 6, CH-5210 Windisch

Pitching Principles and Tools

SwissInnovation

Challenge

n|w Fachhochschule
Nordwestschweiz

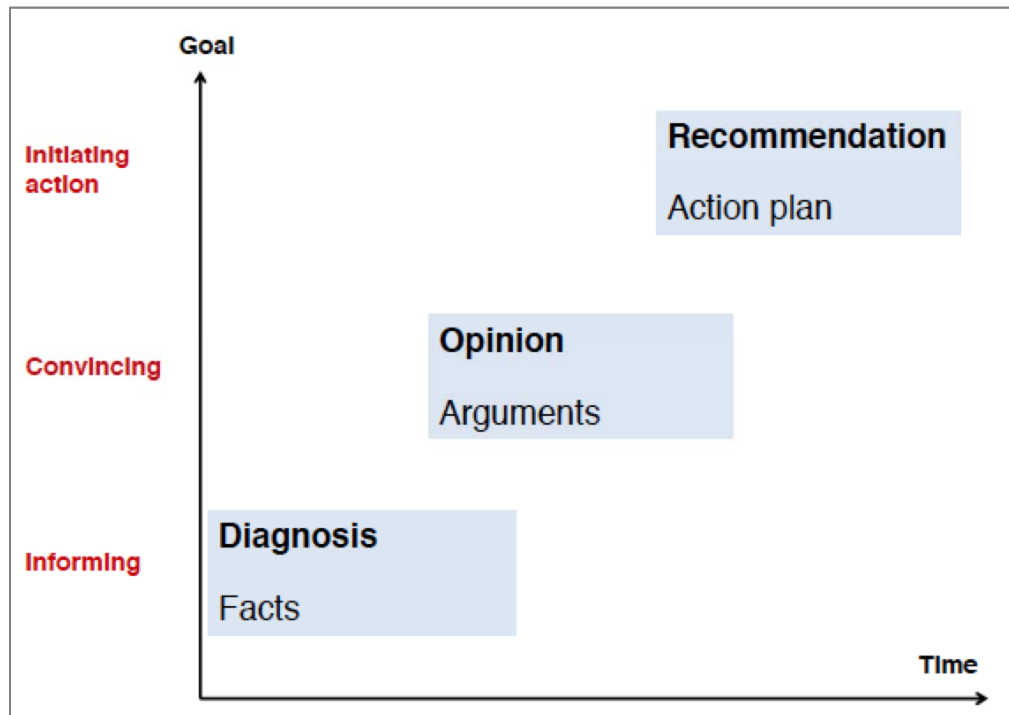
WIRTSCHAFTSKAMMER
BASELSTADT
BASELSTADT

Basellandschaftliche
Kantonalbank



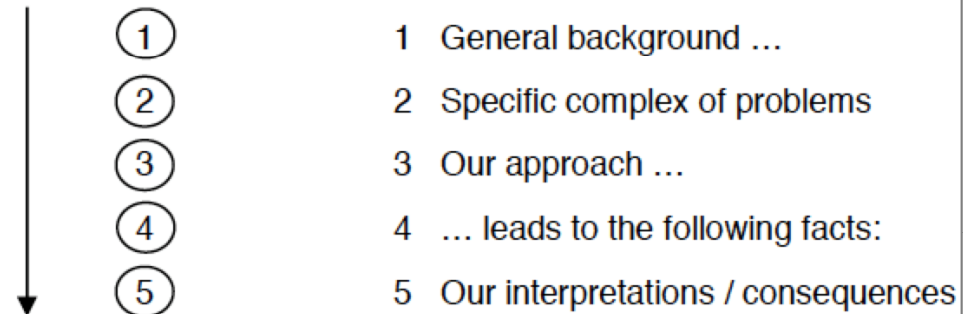
Basic tools for structuring presentation and speech

Storyboard approach

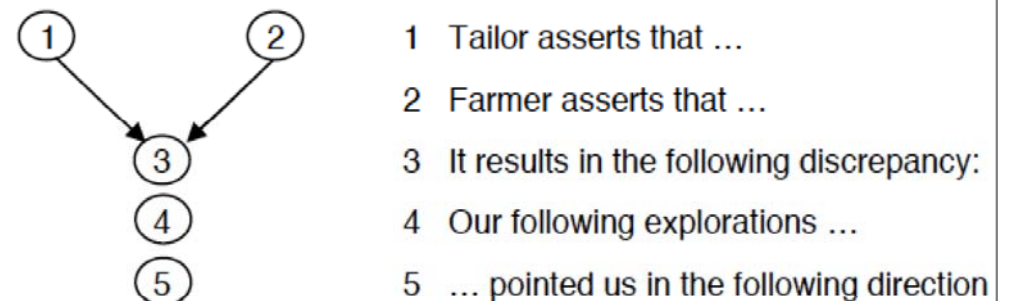


“Speech plans” – logic

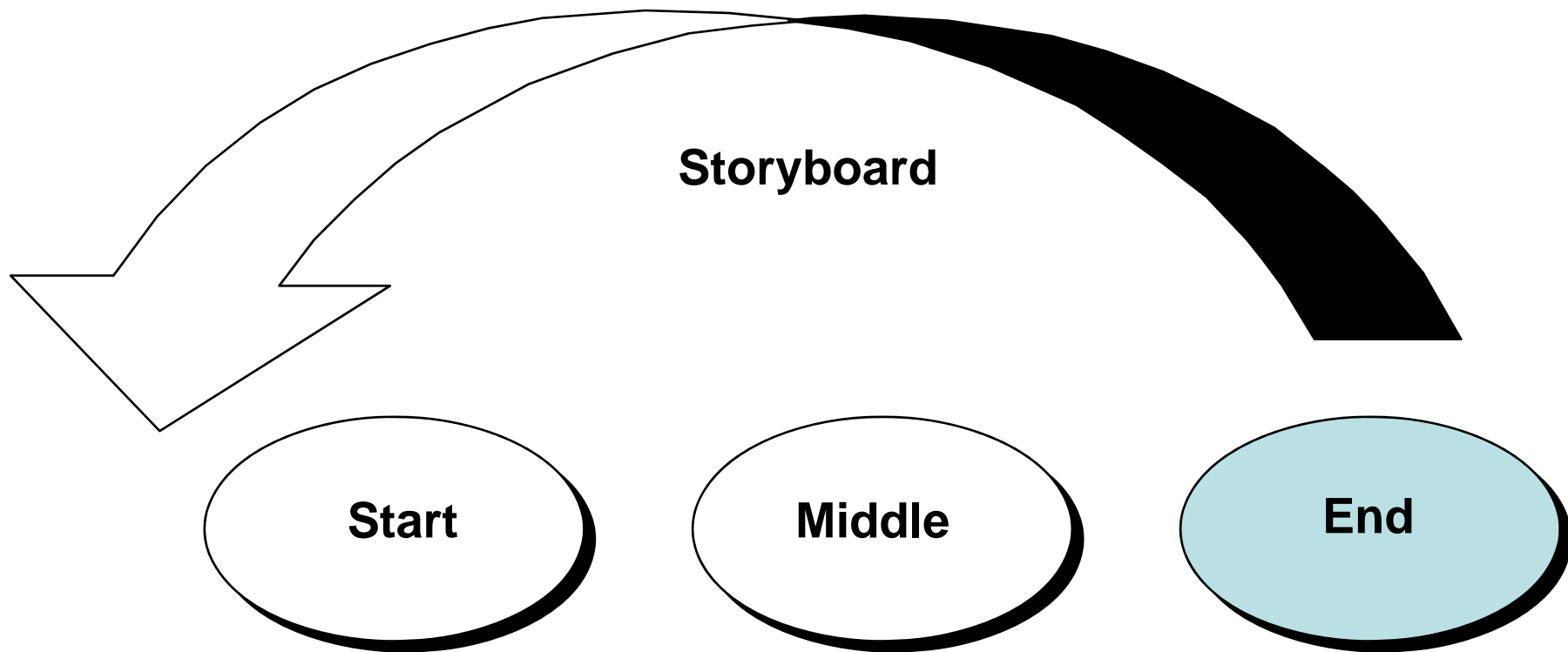
Linear five steps:



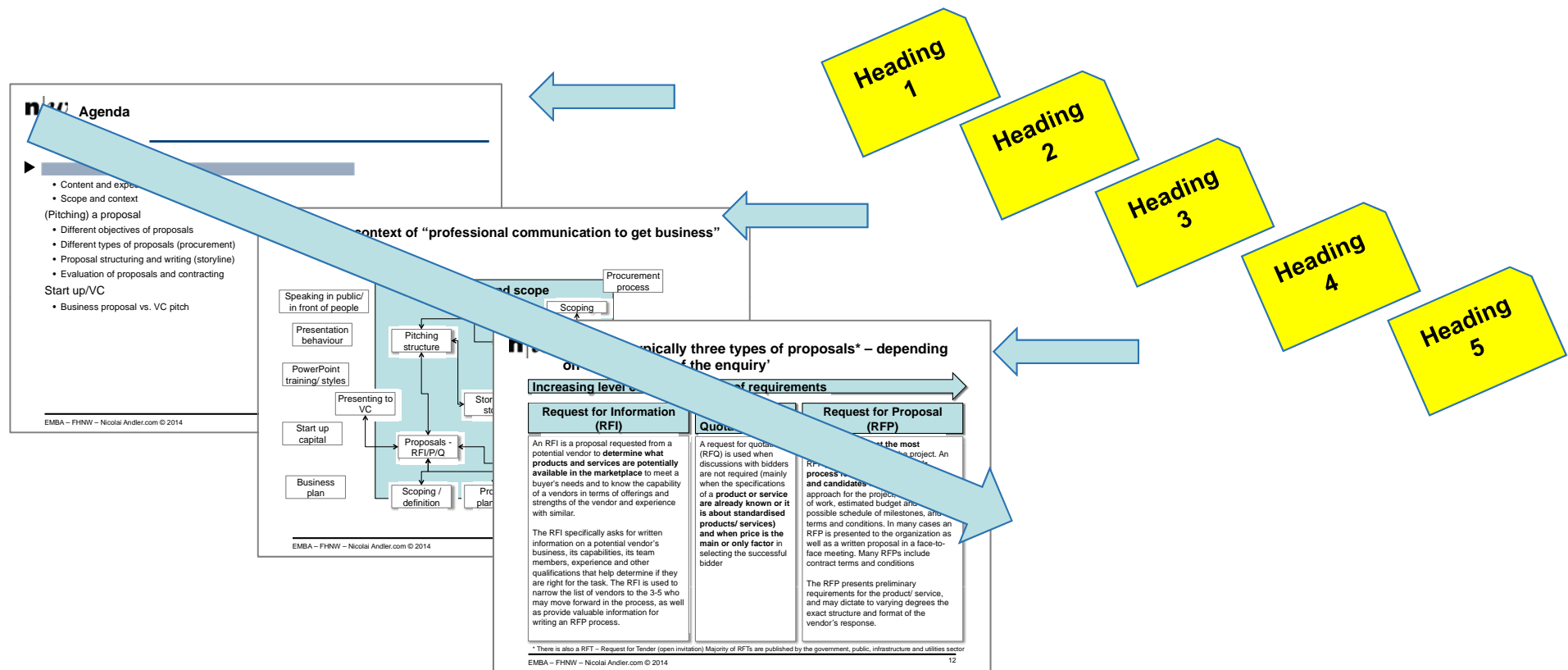
Discrepancy five steps



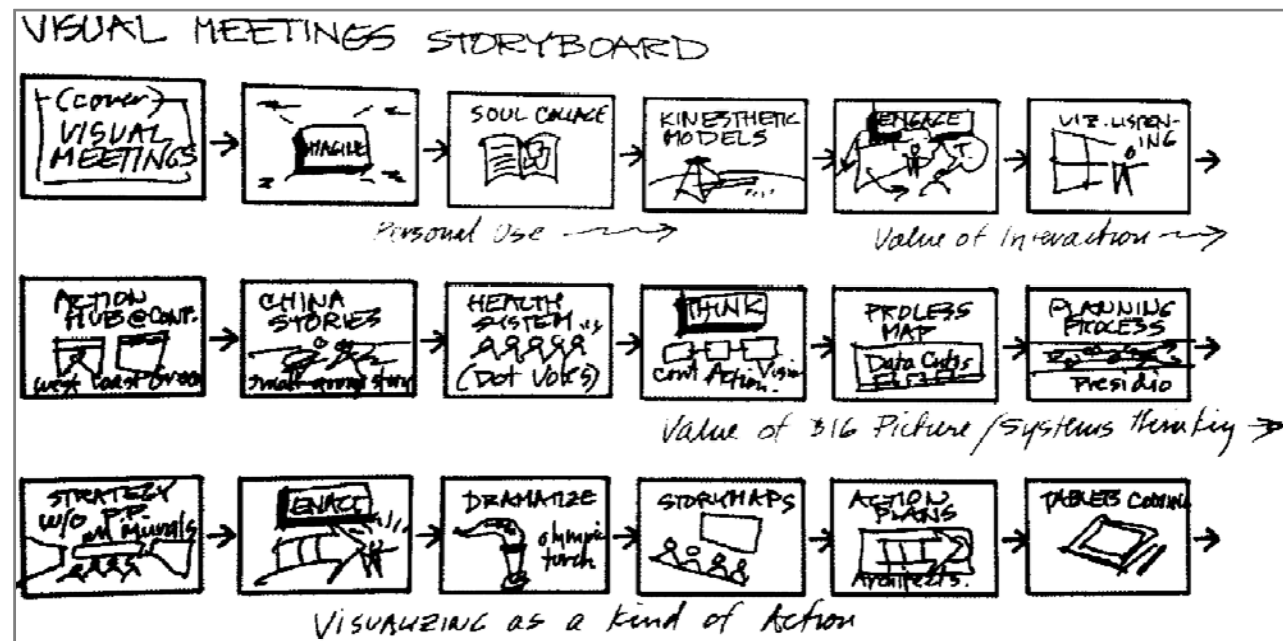
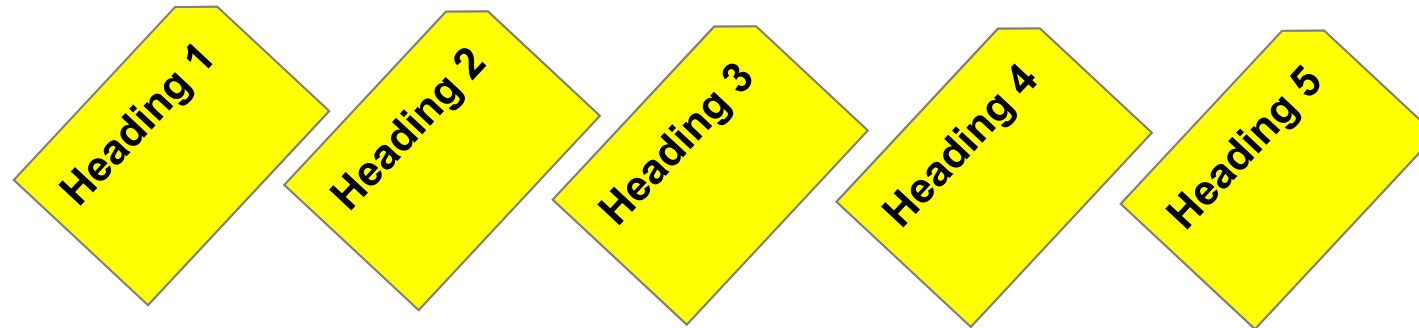
Start from the end and reverse-engineer your presentation



Good storyboarding is visible – readable – through the headings

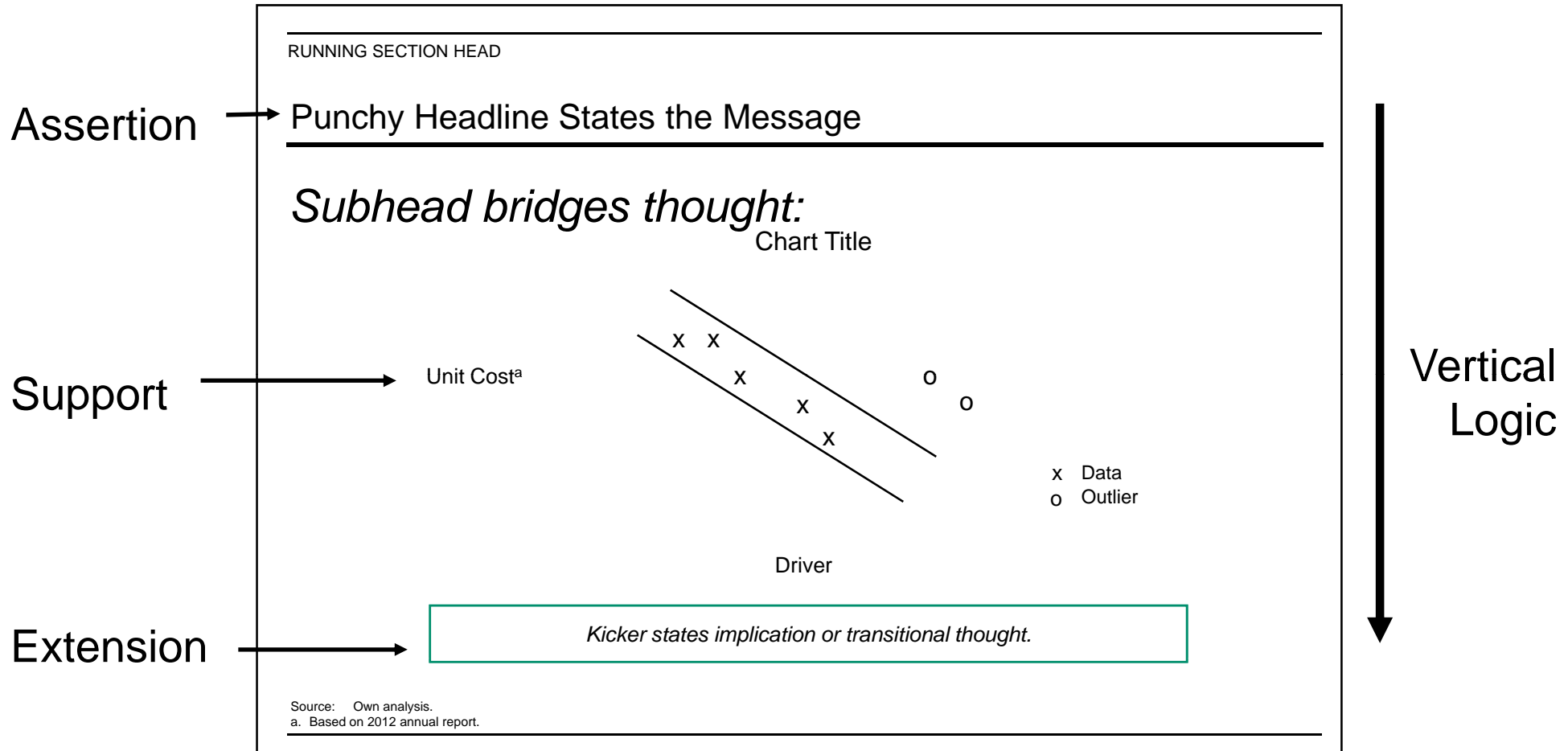


Time for your storyboard !



Presentations follow the same logic in a new medium

Generic slide:



So: Repeat, repeat, repeat your messages

Tell 'Em What You'll Tell 'Em

Executive Summary
1.
2.
3.

Tell 'Em

1.

2.

3.

Tell 'Em What You Told 'Em

Summary
1.
2.
3.

Check and recheck your storyline as you write

- ⇒ Are you clear about the purpose of your panels?
- ⇒ Have you structured your messages logically? Emotionally?
- ⇒ Have you used appropriate transition words, if necessary?
- ⇒ Does the headline capture the principal message of the page?
- ⇒ Is the headline written in “easy to speak” language?
- ⇒ Does everything on the page support the headline?
- ⇒ Do you end with recommendations or next steps?

The pitch must fit to the type of investment that is required



Background

- **Angel** - Investments by individuals into private companies. Business Angels are private persons with many years of business experience who also invest their time and experience into the company.
 - **Seed** - Investments that are explicitly referred to as “seed” deals or financings by the company or investors, or financings of less than \$500,000.
 - **Early Stage** - Investments in emerging and promising companies with high growth rates.
 - **Late Stage** - Investments in established companies that typically have proven products and revenue streams.
-



Exercise:

Make notes of your top 3 learnings - to share with the group

Source – youtube:.com
6_Elevator_Pitches_for_the_21st_Century
Guy_Kawasaki_the_10_20_30_pitch_rule

A pitch to a VC follows a more focused storyline than a normal proposal – you have even less time

Agenda for a VC pitch - 10 key pages

1. Elevator pitch
2. The problem
3. The solution
4. Market size and potential
5. Business model – how to make money
6. Proprietary advantage/ technology
7. Competition
8. Marketing plan
9. Team
10. Money required

Time and focus is vital when pitching. What are the common mistakes ?

Mistakes when pitching (with a VC)

1. The elevator pitch is longer than one minute
2. The PowerPoint presentation (aka “the Deck”) is too long
3. Not having a factually supported, well-written executive summary
4. Overlooking a realistic exit strategy for investors (how the investor will make money (aka “the exit”) from investing in your business proposal.)
5. Asking for a non-disclosure agreement
6. Discussing valuation too early on in the negotiations
7. Failure to listen

Exercise:

Define your elevator pitch for your special project

<http://www.forbes.com/sites/allbusiness/2013/07/09/8-mistakes-entrepreneurs-make-when-pitching-to-investors/>

This longer version is closely linked to the table of content of a typical business plan document

Agenda for a VC pitch

1. Cover Slide – or maybe a teaser slide
2. Elevator pitch and the problem we solve
3. Our team
4. Board members and advisers / future hires (optional, combine w/ team slide)
5. Market opportunity: define the market, potential size and target clients
6. Market problem and how they are currently (insufficiently) solved
7. Your Solution (1-5 slides)
8. Traction & Awards (Optional, if none yet) (1-3 slides)
9. Market Fit / Competition (optional, can be explained in slide 5 - 6)
10. Competitive Advantages (optional, can be explained in slides 5 - 6)
11. Business model – key revenue streams
12. Marketing approach & strategy: key expenses / time-efforts
13. Financial projections
14. Exit strategy (optional)
15. The Ask: capital required / uses / intros
16. Closing slide: questions? contact details

Presentation Style

SwissInnovation

Challenge

n|w Fachhochschule
Nordwestschweiz

WIRTSCHAFTSKAMMER
BASELSTADT

Basellandschaftliche
Kantonalbank



The gestures of your hands send signals



Use relaxed and open gestures of your hands so as to emphasize your speech

It's not what you say but how you say it

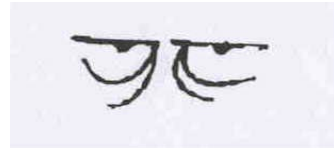
- Volume
- Melody
- Pitch



Speak up!

Eye-contact influences the audience

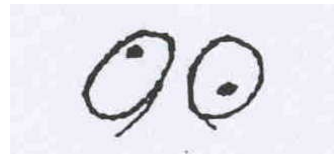
◆ Bored glance



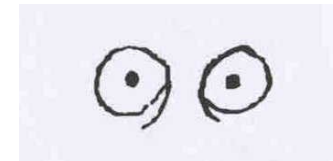
◆ stargazer



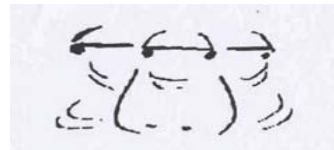
◆ Not focused



◆ gazing



◆ Swaying your eyes all the time



◆ reader



Focus your eye-contact on one person at the same time – involve the person for a moment – then move on to the next person

The posture influences your image

stargazer



wanderer

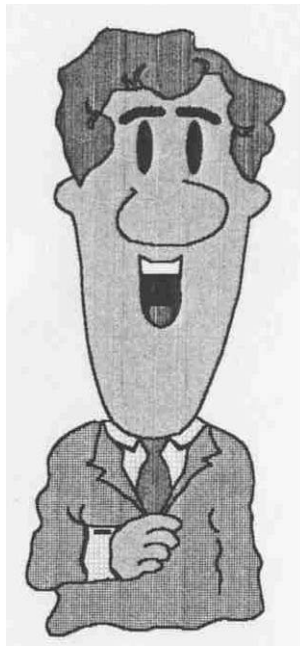


the balanced



Keep balanced, move from time to time and stand upright, confident and relaxed

The complexity of your speech sends hidden messages

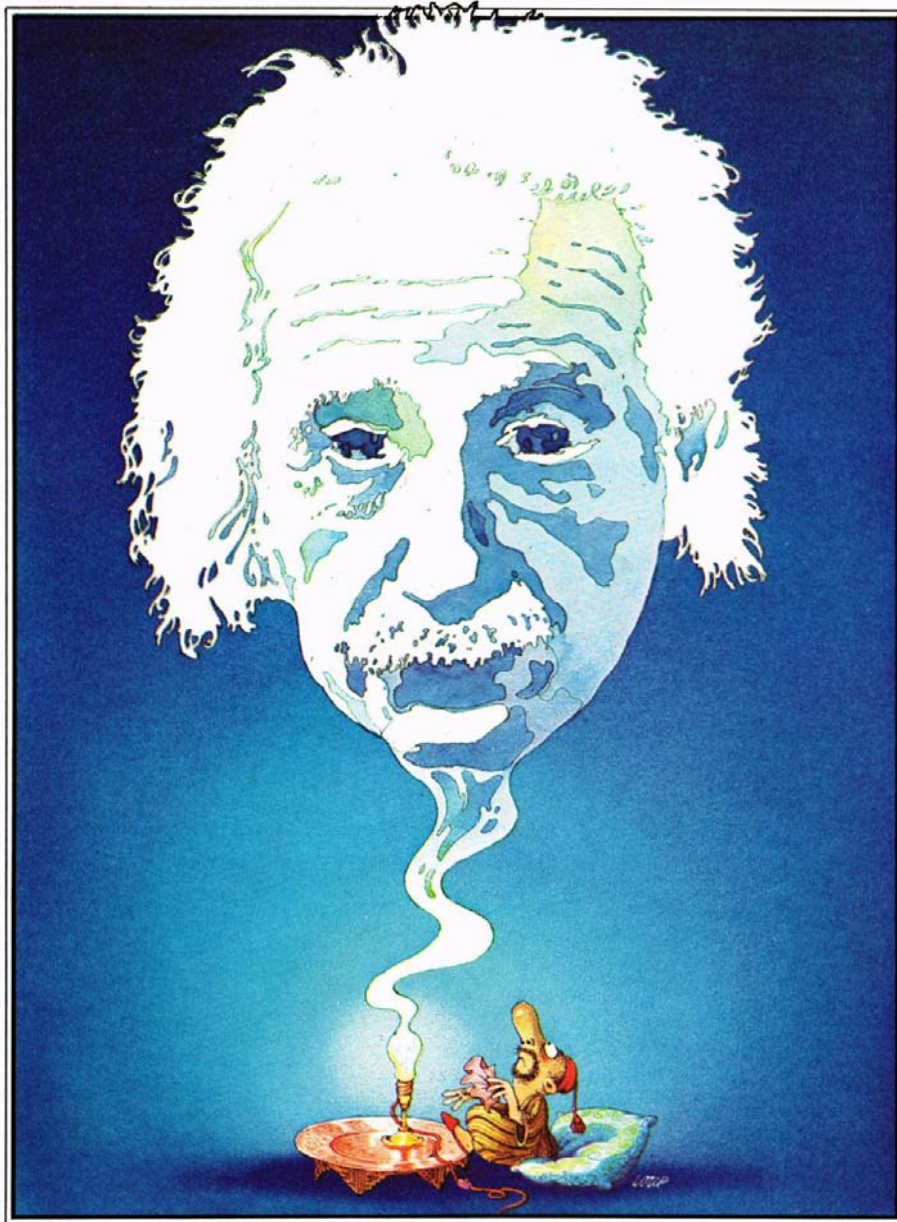


At the time I was head of the production, we had no problems with these issues, because we were expected to develop the comprehension for details ...



At the time I was head of the production, we had no problems with it ...

Telling too many things at a single blow hinders the listener's comprehension



Now let's unfold the spirit!

**Thank you for your
attention – and all the
best for the Challenge!**