

venture pitch (stage I) – CHF 10,000 Presentation guidelines

(version: 09.11.2022)

Presentation material

The presentation has to be sent per email **latest on the Monday morning** before the Jury session.

You need to create your presentation on your own. Please use exclusively PowerPoint (ppt/pptx) / PDF slides, which are **PC compatible**.

Send all documents to:

ricardo.gago@venturekick.ch, omid.shams@venturekick.ch, philip.hassler@venturekick.ch

Infrastructure

Your presentation will be available on a computer (not connected to internet)*, with a slide presenter and a pointer. **NB:** Connecting your own laptop will **NOT** be allowed.

Should you absolutely need to present a video and / or have sound, please contact us in advance.

To make sure that "Murphy's law" will not happen, please take your presentation on a USB stick with you.

*if the session is held online, you will be able to share your own presentation. Nevertheless, you still need to send a copy in advance.

Language

The presentation, the discussion, as the presentation material must be in **English**.

People

Applicants can present alone or in teams. The main applicant (project / technology owner) must actively participate in the presentation. People participating to the presentation must be actively involved in the project (founders, existing / future operational team members, etc...). External advisors (consultants, coaches, etc...) are not expected to join the presentation. The total number of people should not exceed 3. In case of doubt please contact us.

Timing

At stage I ("venture pitch"), you have **20 minutes total** with the «Venture Kick» jury, comprising:

- 10 minutes for your presentation,
- 10 minutes for the discussion (Questions & Answers).

NB: you'll have exactly 10 minutes at most for your presentation. You'll be interrupted, whether you are finished or not. If your presentation takes less time than 10 minutes, it gives you more time for Q & A. 10 min is short so try to avoid idle time and floating moments by having a well-rounded presentation.

The Q&A session will be moderated by yourself.

Jury information

The Jury is composed of 6 to 12 people, members of the "Venture Kick Jury pool". The composition of the Jury can unfortunately not be disclosed in advance. If interested, you might request the list of the present jury after the jury session. You are strongly invited to browse in advance the profile of all members of the pool of Jury at <http://www.venturekick.ch/jury>

You're also welcomed to ask any Jury member to mention who he is, should you feel it can be useful for the exchange.

The jury members, who are present at your presentation, have received your application form in advance.

www.venturekick.ch – info@venturekick.ch

Offices Venture Kick

c/o Venturelab Ltd, startup space, Wiesenstrasse 10A, 8952 Schlieren, +41 (71) 242 98 68

EPFL Innovation Park, Building C, CH-1015 Lausanne, +41 (21) 533 09 82

Kick Foundation, Fonds Venture Kick

Kick Foundation, Haus der Stiftungen, St. Alban-Vorstadt 5, 4052 Basel

Confidentiality

Jury members abide by the confidentiality honour code, meaning that they will treat all information they receive as confidential. However, we do not sign confidentiality agreements with all of our jury members. You can find the actual list of Jury members on the Venture Kick website (see link above). Should you have any question about confidentiality, please don't hesitate to contact us.

Contents

Your presentation has to convince the jury of the excellence of the business opportunity, and that you (and your team) are the right person(s) to address this opportunity.

Overall, structure, style and contents are on your own choice. The **only compulsory content** is to clearly indicate what the Venture Kick fund will be used for and how, respectively why, it will contribute to "kick-off" your project.

As a general indication, we strongly recommend to clearly address at least the following points:

- What is the business opportunity, which problem do you solve?
- What is your product or your solution? Tip: if possible, try to showcase your product. If it's a software, we strongly advise you to show a pre-recorded demo to avoid "demo effect" and losing time during your presentation with a live demo.
- What is your value proposition?
- **What is unique about it (technology, etc.)?**
- Who will buy your product (have a clear "customer profile")?
- How will you generate revenue?
- Who is your competition and what is your positioning?
- Who is behind this?
- What kind of expertise / competences do you need to succeed?
- What are your achievements to date and what is your roadmap?
- How do you see your overall financing needs?

TIP: make things **VISUAL** while you present, especially your product. Avoid acronyms and generic concepts.

If you are involved in a Innosuisse program, please mention the name of your coach in the application file as well as in the presentation.

Finally, note that a presentation structure which we often recommend can be found in the book "The Art of the Start" written by Guy Kawasaki.

Decision and feedback

You will be informed per e-mail on the same day about the financing decision from Venture Kick.

A written feedback will follow within 15 days, as well as a **private link** to the recording of your pitch (slides and speech, using the [Klewe!](#) solution). Note that this video will be made available to the Jury members present at stage II (only), as part of the support material.

Find below the **evaluation sheet of the jury with the relevant criteria**. This should help you to structure your presentation for the maximum score!

Selected projects announcement

If you're selected after your presentation for the next stage, we'll invite to complete your profile on www.venturekick.ch/vklogin. The selection will be communicated on venturekick.ch and on our social networks. Feel free to share the news but **only after it's published on our social medias and website**.

Note: we will publish the name of your company and your picture taken during the event on our website and social medias. The description of your project and remaining information provided can be modified at your discretion.

Venture pitch – Evaluation sheet

The selection process emphasizes the entrepreneur's personality and project potential. The candidates and projects are at the very early stage (idea status). Therefore, several aspects of the project (market size, technology risks, team, network etc.) will probably still be incompletely or inadequately addressed. At this stage (I), the selection philosophy is to:

- identify the entrepreneurs **true motivation / commitment** to pursue a **compelling business idea**,
- identify existing or potential **"show killers"** (making the project not worth to finance at all).

People	Grade*
Visionary entrepreneur / Entrepreneurial attitude / Sense of urgency:	
"Winning" personality / Good communication skills:	
Credibility / Relevant background of expertise for the project:	
Team / Awareness of required complementary skill set:	
Relevant industry network / References from experts:	
Project	Grade*
Real problem to be solved / Attractive market potential / Potential to build a real business:	
Good understanding of market and competition / Open access to customers:	
Innovation / IP-protection of technology:	
Value proposition / USP of the product:	
Achievements to date / Roadmap and financing perspectives:	
"Gut Feeling"	Grade*
Highlights / Potential "show killers":	

* Grading => **6** very good ; **5** good ; **4** promising ; **3** acceptable ; **2** poor ; **1** very poor
to be financed *not to be financed*

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