

April 22-24, 2022

Sustainable Supply Chain DeepHack



Pitch Briefing

What is a pitch?

The Story

- The problem
- The solution
- Value to its users or customers
- Fit to the challenge, issues and problems
- Innovativeness - the secret sauce
- Technical progress – pre-event and during the event
- Resources used/references, if needed
- Maturity
- Business model
- The team

How? When? Where?

How?

Pitches should be recorded!!

- Format – MP4
- Length – 5 mins

Longer will be cut during the streaming

- Demo your solution is always appreciated - must be in one video file with the pitch.

When?

**DEADLINE: Sunday 24th of April
- 14:00 CET // 05:00 PT**

No exceptions

- Submit via the pitch submission form and include all deliverables

Find the form in your QuickStart Guide, All links page.

Where?

Teams must be present at the pitch streaming on zoom

- In order each team's presentation is streamed to all attendees & jury
- After each pitch stream there will be time for live Jury questions
- Be concise
- Try to avoid repeating pitch content

Recording Your Pitch

BONUS: You can pitch multiple times and make it perfect!! Repeat, repeat, repeat....

How to record?

There are many platforms – Google Meet, PowerPoint recordings, or a more sophisticated platform such as Loom, Snagit, or OBS STUDIO..... Most prefer Zoom or Microsoft Teams.

Ensure recording settings capture your camera feed with the presentation. We want to see your face!

Recording Your Pitch - Audio

- Ensure the audio is clear and there are no glitches
- The pitch is useless if no one can hear what you're talking about. Acoustics of the room, microphone, and background noise should be considered.
- Be passionate about your idea -- let this show in your pitch
- Structure your phrasing, take brief pauses, speak clearly and slowly
- Pitch to the Jury

Recording Your Pitch - Visual

- Presentation must be full screen (16:9 format fits most recordings)
- Structure and flow can be your own but use the “story” criteria as a guide
- Visually, the design can be your own
- Ensure when pitching that you do not switch between slides too fast
- Refrain from using too many slides & too much information on each slide
 - IMPORTANT: Avoid overly small text or small diagrams, as the clarity of these may be lost in the recording.
- You must have a floating head in the presentation! (if you wish, the whole team may be present)...but try to avoid covering the presentation content.

Sample pitches

- **Winners of: Farm to fork DeepHack 2020**
 - 1 <https://www.youtube.com/watch?v=fBLYf6pVeH8>
 - 2 <https://www.youtube.com/watch?v=nEIClgoKTH0>
 - 3 <https://www.youtube.com/watch?v=zLgKrKUuWnI&t=1s>
- **Winners of: Data Against Covid-19 DeepHack 2020**
 - 1 <https://www.youtube.com/watch?v=lmjmYNibEOE>
 - 2 <https://www.youtube.com/watch?v=KV9u33gF2To>

Pitch Checklist

- ✓ Starter slide (get creative)
- ✓ Pain/Problem statement
- ✓ Your solution (and demo)
- ✓ Progress made/before-after
- ✓ "Secret Sauce"
- ✓ Business Case:
 - How do you make \$?
 - Market potential
 - Competition
 - Financials + Traction
- ✓ Superheros aka The Team

Deliverables

- ✓ Pitch video of max 5 mins, demo included
- ✓ Slide deck / one-pager with all your pitch highlights
- ✓ Team Picture
- ✓ Link to your GitHub repository with your solution code

Good luck!!!



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