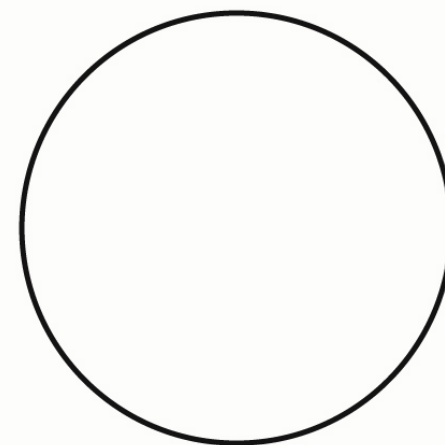


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LGP

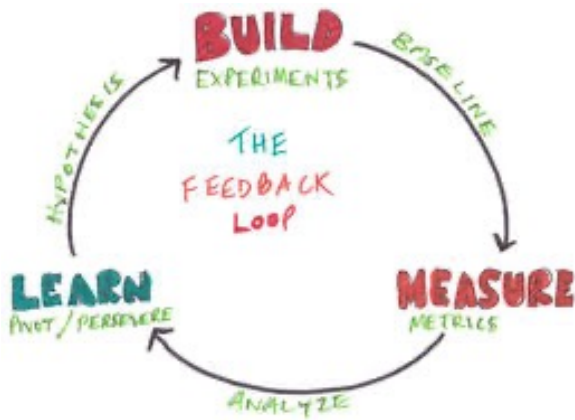
# LABORATÓRIO DE GESTÃO DE PROJETOS

2022/2023





LGP [ ]



x /





# LINKING GREAT PARTNERS LEARNING BY INNOVATING

2<sup>ND</sup> OF JUNE, FROM 14:00 TO ..

- Startups pitch and present the company and products/services developed.
- Exhibition area where startups will have a poster to showcase their product .. may have videos, animations and digital marketing materials (mobile devices).
- Opportunity for networking and engaging in discussions with the participants.
- Rehearsal on the 1st of June (afternoon)

LGP [ ]

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# LINKING GREAT PARTNERS

## LEARNING BY INNOVATING

### 1. WHAT IS THE LGP CHALLENGE?

The LGP Challenge is the “showroom” where LGP companies present the products/services/solutions they are developing. All clients and other invited guests will attend this major event. The goal of the event is to present the result of the projects, with a clear focus on the product, its applications and potential market advantages versus competition. The presentations should not include technical details (unless these are clear advantages of the product!) since these have already been addressed in the intermediate presentations. LGP Challenge is the end of the journey, your time to shine!

x/

LGP[]

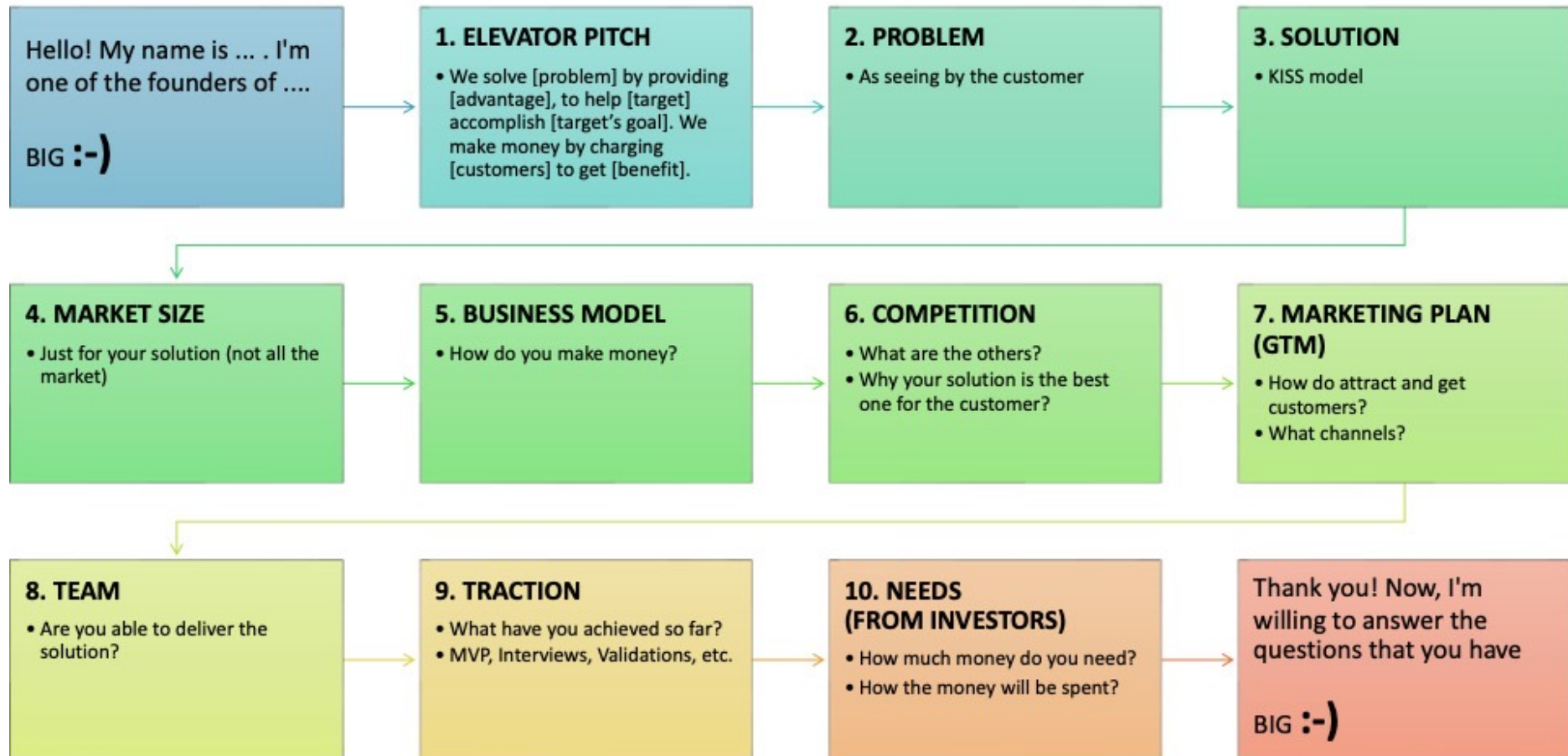


## LINKING GREAT PARTNERS LEARNING BY INNOVATING

- 14:00 Welcome and open remarks
- 14:15 Act I – innovating with Society
  - SC6, SC7, SC13, SC15, SC17, SC23
- 15:15 Act II – innovating with Industry (part I)
  - SC8, SC9, SC10, SC11, SC12, SC14
- 16:15 Network with a coffee
- 17:00 Act III – innovating with Industry (part II)
  - SC16, SC18, SC19, SC20, SC21, SC22
- 18:00 Act IV – innovating with the market
  - SC1, SC2, SC3, SC4, SC5
- 18:50 Closing ceremony
- 19:30 Networking dinner

EACH SC HAS 7 MINUTES TO PITCH (+3 MINUTES Q/A)

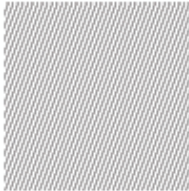
# STARTUP PITCH IN 10 SLIDES





# Pitching canvas

Team

<b>1 Problem</b> What problem are you aiming to solve? How does it impact the problem owner? <small>TIP: EXPLAIN FROM A HUMAN-CENTRED PERSPECTIVE.</small>	<b>2 Solution</b> How do you propose to solve the problem? How feasible is the solution that you have in mind? <small>TIP: SHOW A PROTOTYPE OR VISUAL REPRESENTATION.</small>	<b>3 Business model</b> How will you capture value? How much value will this solution bring to your organisation? <small>TIP: SHOW BALL PARK FIGURES AND FOCUS ON THE UNDERLYING ASSUMPTIONS.</small>
		
<b>4 Credibility</b> What are the assumptions you validated? Why will it work? Why should they believe in you? <small>TIP: SHOW CONCRETE RESULTS OF EXPERIMENTS.</small>	<b>5 Call to action</b> What do you need to make your solution a reality? What are the next steps? <small>TIP: GUIDE THE DECISION BY OFFERING A CLEAR PATH FORWARD.</small>	<b>6 Q&amp;A</b> What work that you did would you like to showcase? What kind of critical questions can you expect? <small>TIP: LEAVE BLANKS IN YOUR PITCH TO TRIGGER SPECIFIC QUESTIONS.</small>

# LGP CHALLENGE RELATED DELIVERABLES

CMPK

SFE

CPMM

- Poster (A0 .. template to be provided) (**deadline 30th May**)
- Elevator's Pitch (short video of each start-up talking about their company and product – with your smartphone) (**deadline 30th May**)
- Demonstrator (optional)

SD 2.0 (pitch)



/xx

- REMEMBER PRESENTATIONS ABC XYZ
- DON'T FORGET ABOUT YOUR FEEDBACK LOOP!

x/

