

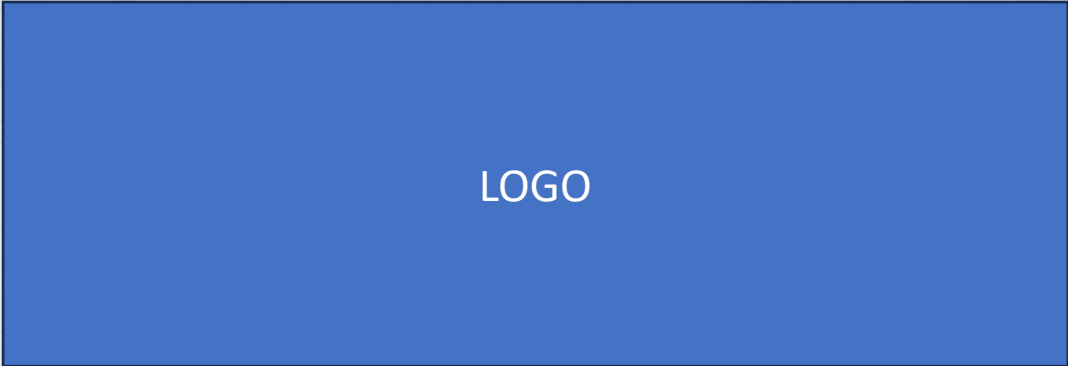
How to prepare a convincing Pitch

Silke Beaucamp

AGIT mbH | Campus Melaten | Aachen | 25.05.2023

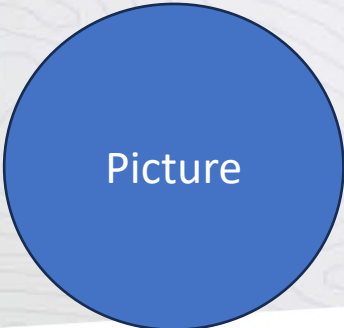
Pitchdeck outline template

Product	Market	Competition	Team	Goals
<ul style="list-style-type: none">▪ Problem▪ Solution/ Business model▪ Benefit▪ USP▪ Patent/IP	<ul style="list-style-type: none">▪ World Europe Germany▪ Number of users (Sales)▪ In Euro (Revenues)	<ul style="list-style-type: none">▪ Other solutions▪ Same solutions	<ul style="list-style-type: none">▪ Name▪ Education▪ Tasks▪ Who/what is missing	<ul style="list-style-type: none">▪ Positioning in the market▪ Revenues in 5 years▪ Profit margin▪ Break even▪ Capital requirement

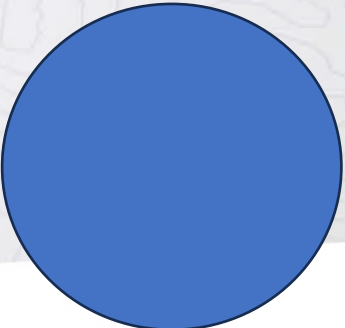
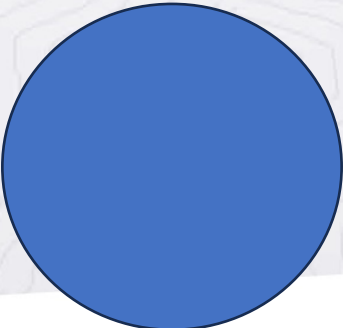


LOGO

Claim - one sentence



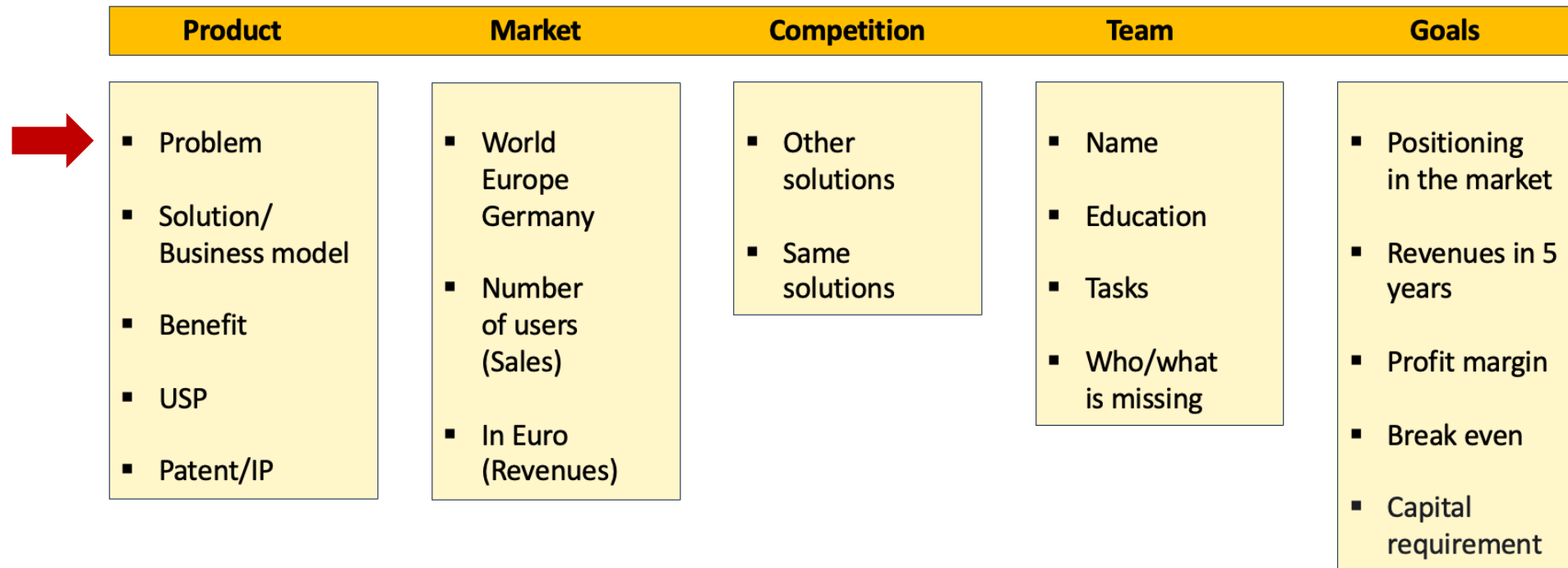
Picture



Names



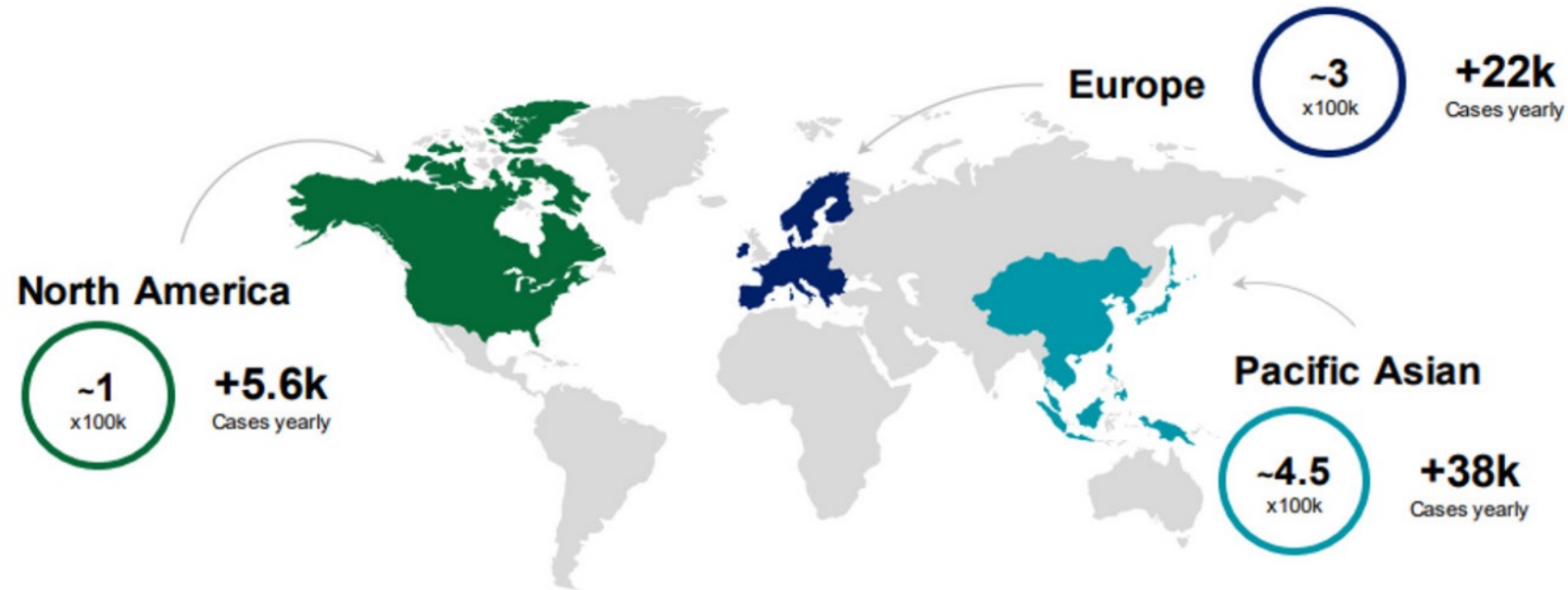
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The relevance of the disease

Today the average disease incidence of IgAN is estimated to be 3.5 patients per 100,000 individuals per year

+265K worldwide yearly increase of people affected*



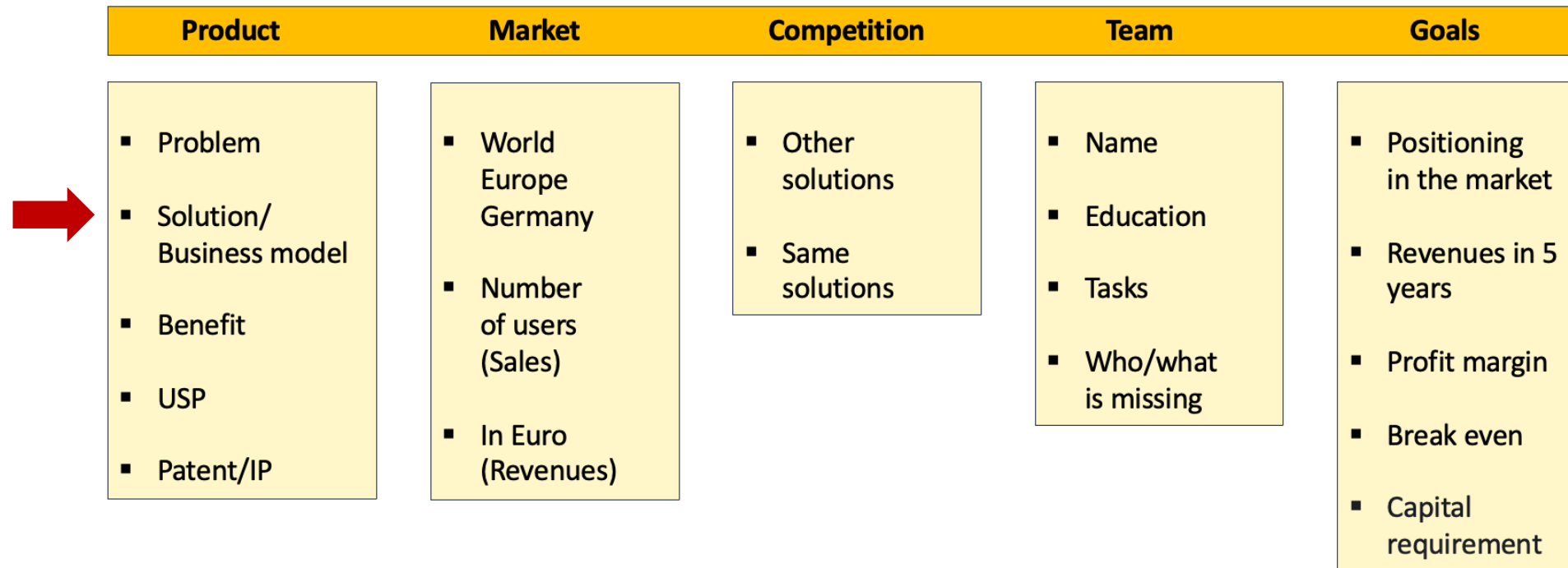
* Based on Worldwide incidence of the disease per 100.000 individuals per year.
Source: Glomerular Diseases: Emerging Tests and Therapies for IgA Nephropathy.
Data presumably underestimated due to limited existing diagnostic analyses

Quelle: science4life.de
Downloads zum Readdeck

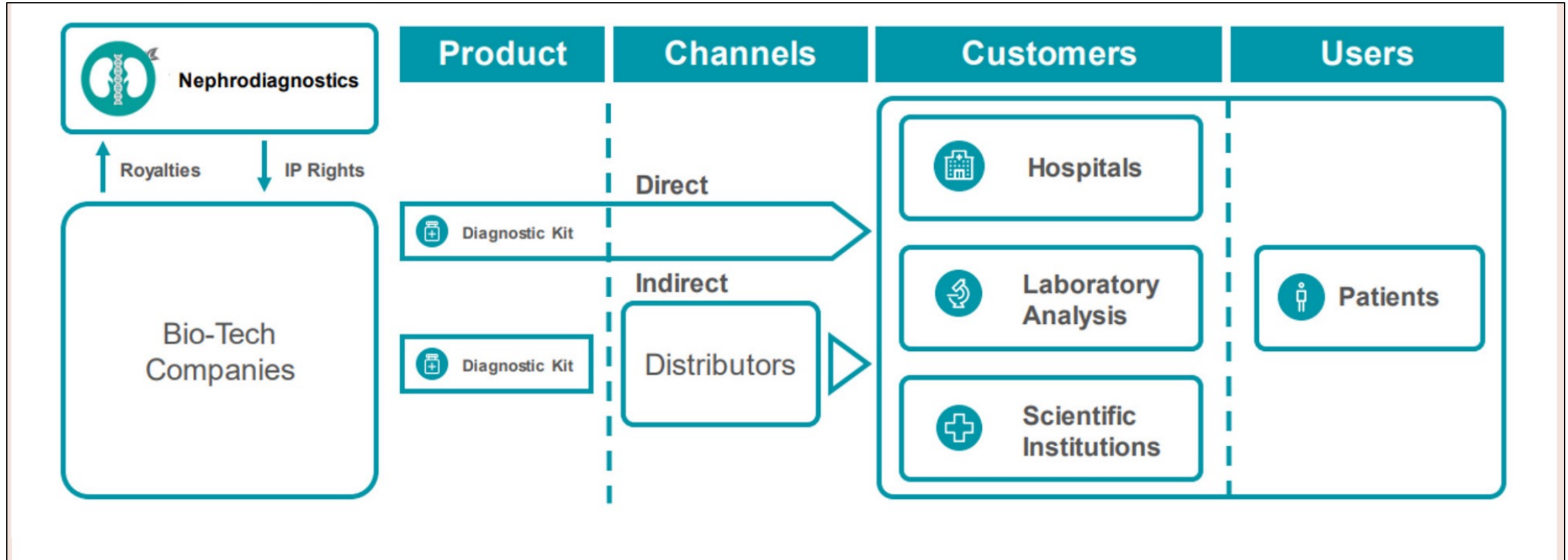
Darstellung des Problems
Gerne eigene Zeichnungen

Darstellung der Lösung,
Gerne eigene Zeichnungen.

Pitchdeck outline template




Businessmodel Example



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Patent IP

Abbildung 2: Deutsches Patentamt. Patentschrift 1996



16 BUNDESREPUBLIK
DEUTSCHLAND



**DEUTSCHES
PATENTAMT**

**12 Patentschrift
DE 42 22 167 C 2**

51 Int. Cl.⁶:
B 60 L 13/10
E 01 B 28/00
B 61 B 13/08

21 Aktenzeichen: P 42 22 167.6-32
22 Anmeldetag: 6. 7. 92
23 Offenlegungstag: 14. 1. 93
24 Veröffentlichungstag der Patenterteilung: 4. 4. 96

DE 42 22 167 C 2

Innerhalb von 3 Monaten nach Veröffentlichung der Erteilung kann Einspruch erhoben werden

36 Unionspriorität: **22** **23** **31**
08.07.91 JP P 166609/91

73 Patentinhaber:
Railway Technical Research Institute, Kokubunji,
Tokio/Tokyo, JP

74 Vertreter:
Kahler, Käck & Fiener, 87719 Mindelheim

72 Erfinder:
Fujie, Junji, Hino, Tokio/Tokyo, JP

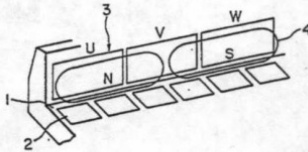
56 Für die Beurteilung der Patentfähigkeit in Betracht gezogene Druckschriften:

DE	39 05 582 C2
US	49 13 059
DE-PS	8 80 353
DE	28 56 389 B2
JP	01-1 07 603

LANCIEN, Daniel u.a.: Moteur linéaire synchrone à inducteur supra conducteur. In: Revue générale de l'électricité (RGE) 1975, No. 7/8, S. 553-585;
TANAKA, Hisashi: JR Group probes maglev frontiers. In Railway Gazette International, Juli 1990, S. 537-539;

54 Magnetschwebbahn mit Supraleitung sowie dafür vorgesehene Stromzuleitungseinrichtung

17 Magnetschwebbahn mit Supraleitung, die ein Fahrzeug sowie eine zwei Seitenwände (31) einschließende Führungsbahn (30) aufweist, längs der sich das Fahrzeug bewegt, wobei an den beiden Seitenwänden (31) der Führungsbahn (30) Bodenspulen (40) für Antrieb, Schwebung und Führung angeordnet sind und am Fahrzeug ein Paar supraleitende Magnete (60) befestigt ist, dadurch gekennzeichnet, a) daß die Bodenspulen (40) eine Spule (41) mit U-Phase, eine Spule (42) mit negativer W-Phase, eine Spule (43) mit V-Phase, eine Spule (44) mit negativer U-Phase, eine Spule (45) mit W-Phase sowie eine Spule (46) mit negativer V-Phase einschließen, die nacheinander ohne Überlappung in einem Abstand von 60° längs der beiden Seitenwände (31) angeordnet sind, und b) daß die Spule (41) mit U-Phase, die Spule (42) mit negativer W-Phase und die Spule (43) mit V-Phase dem Nordpol (61) oder dem Südpol (62) des jeweiligen Magneten (60) gegenüberliegen und die Spule (44) mit negativer U-Phase, die Spule (45) mit W-Phase sowie die Spule (46) mit negativer V-Phase dem Südpol bzw. dem Nordpol des jeweiligen Magneten (60) gegenüberliegen.



DE 42 22 167 C 2

BUNDESDRUCKEREI 02.96 602 114/135

23

Quelle Patentamt

Patent/IP

The IP-Situation



Recommendation: No patent application

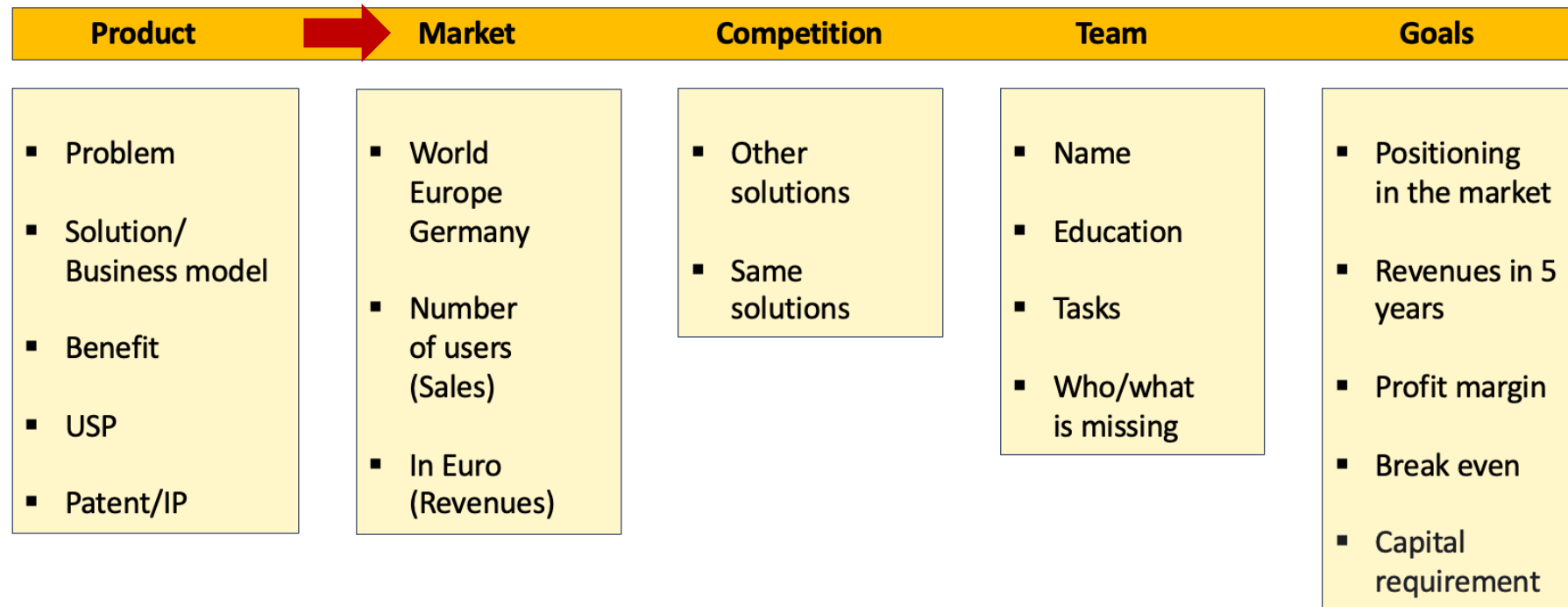
Justification: In case of not-granting our methods as well as the software would be disclosed.

Protection: The methodological competence belongs to the DNTOX-Team and the algorithms of the bioinformatic software are under lock and key.

Advantages against potential competitors:

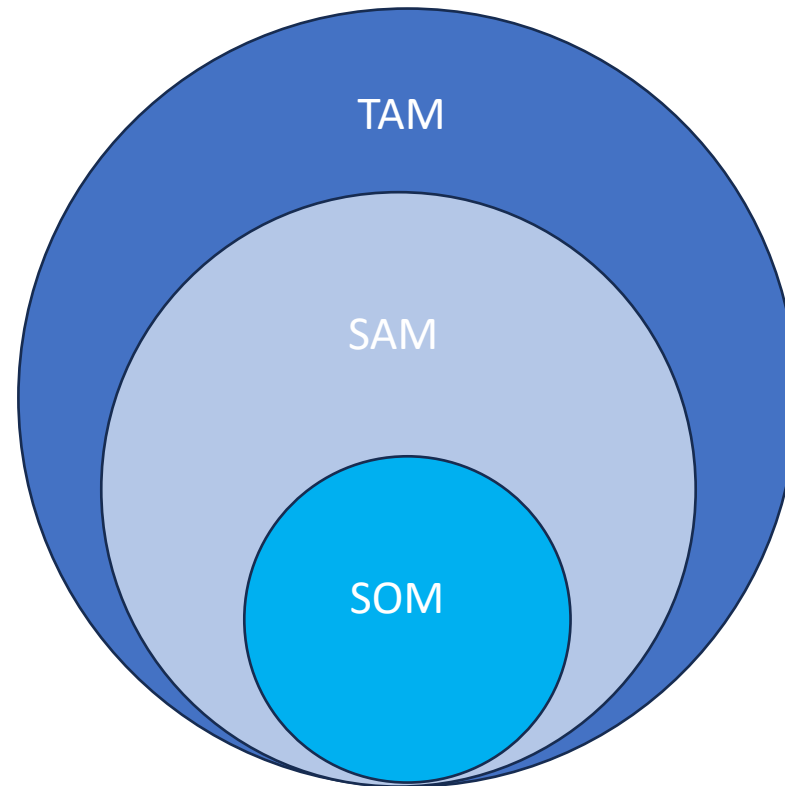
- Set-up of complex biological test systems based on 3D-spheroids
- >20 years of methodological experience
- 10 years of software development
- Artificial intelligence trained with high-quality data (controlled by human)

Pitchdeck outline template

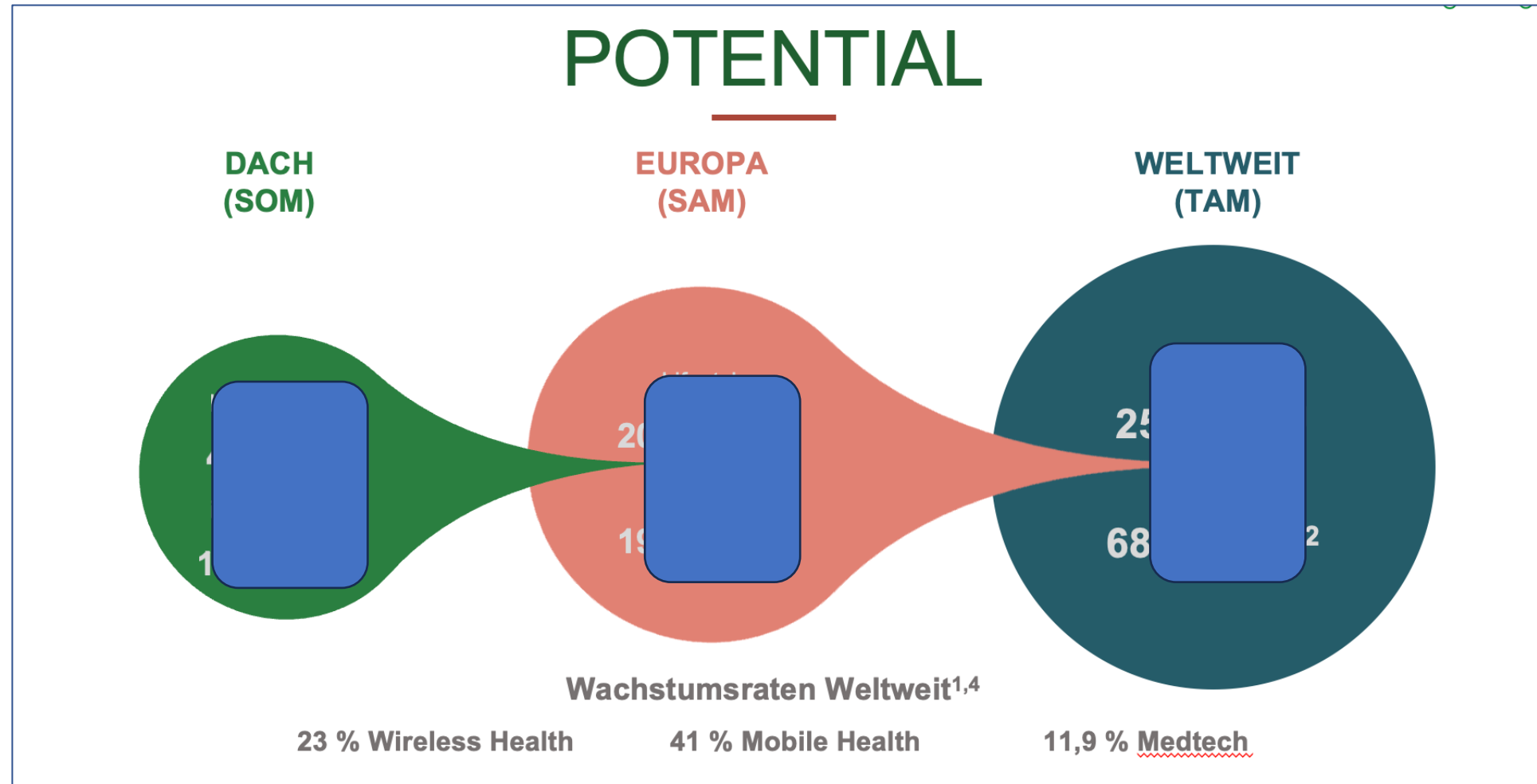


Market definition

Wanted: TAM, SAM and SOM

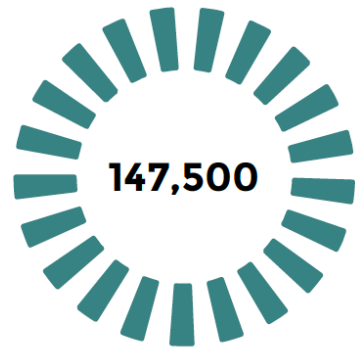


Example: Market Potential



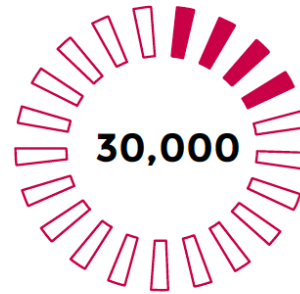
Example: Market Potential

Market



**Chemicals
registered in the EU**

DNTOX market potential for initial testing



**REACH
regulated
chemicals**



**Pesticides
registered in the
EU**

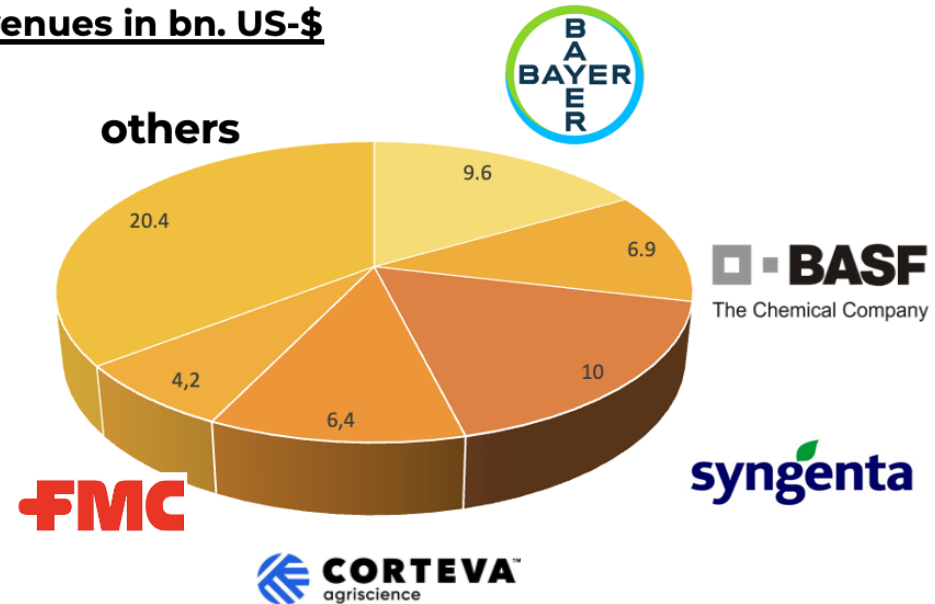


Example: Market Potential/Customers

Pesticide manufacturers

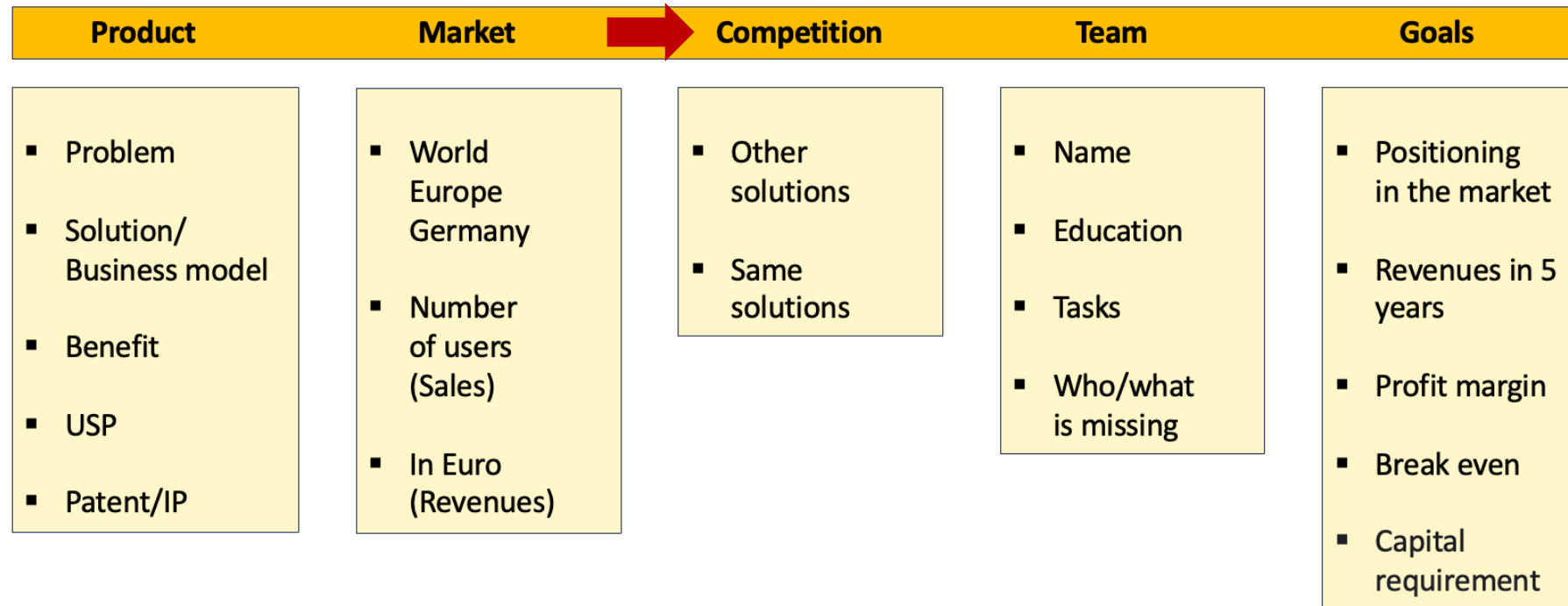
- Market volume: 57.6 bn. US-\$ (2018)
- worldwide 700 Pesticide Manufacturers
- 65 % of the global pesticide market are shared among five manufacturers.

Revenues in bn. US-\$



Hier nicht Umsatz, sondern Budget nennen, was die Unternehmen für Eure Leistung ausgeben.

Pitchdeck outline template



Examples: Competitive Matrix

	Feature 1	Feature 2	Feature 3
Competitor 1	✓		✓
Competitor 2		✓	✓
Competitor 3	✓	✓	
Competitor 4			✓
Us	✓	✓	✓

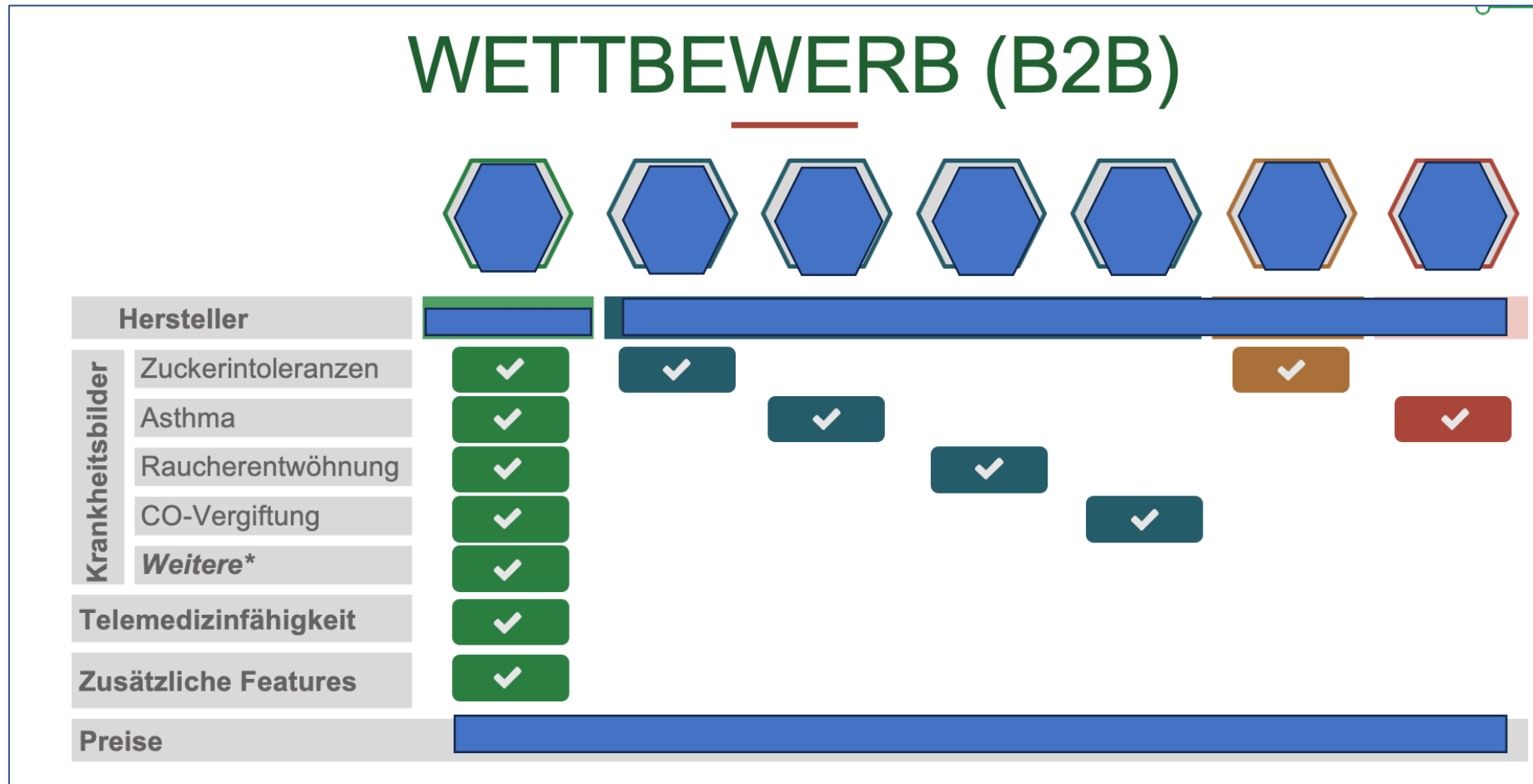
Quelle: science4life.de
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Examples: Competitive Matrix

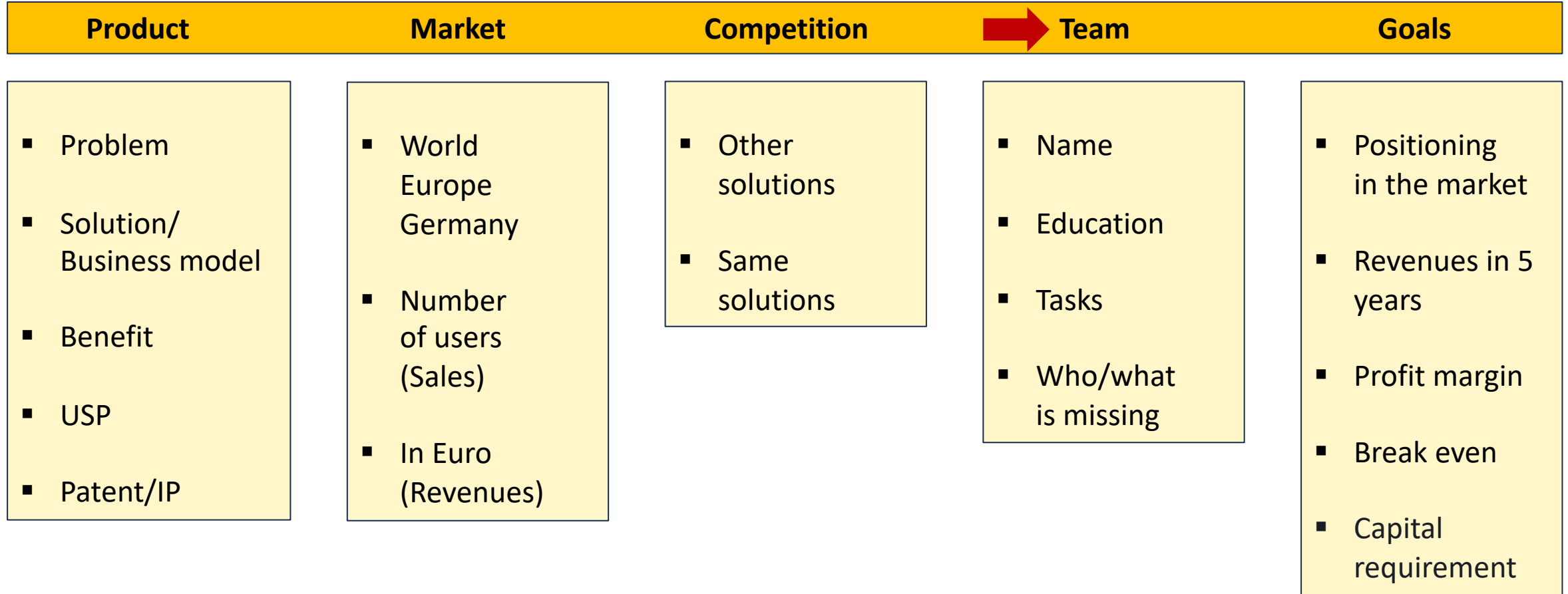
Wettbewerb

	Your company	GHL	REEFKINETICS	NEPTUNE SYSTEMS
Preis	1700 €	1500 €	1099 €	750 €
Jährliche Kosten	<150 €	260 €	200 €	270 €
Einfache Einrichtung	Ja	Nein	Nein	Ja
Wartungsarm	Ja	Nein	Nein	Nein
Messung der 5 wichtigsten Parameter	Ja	Ja	Ja	Nein
App mit Problemlösung	Ja	Nein	Nein	Nein

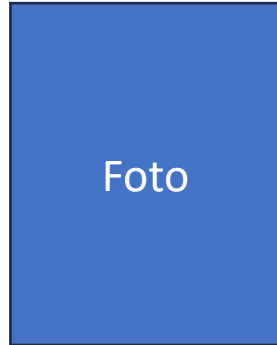
Examples: Competitive Matrix



Pitchdeck **outline template**



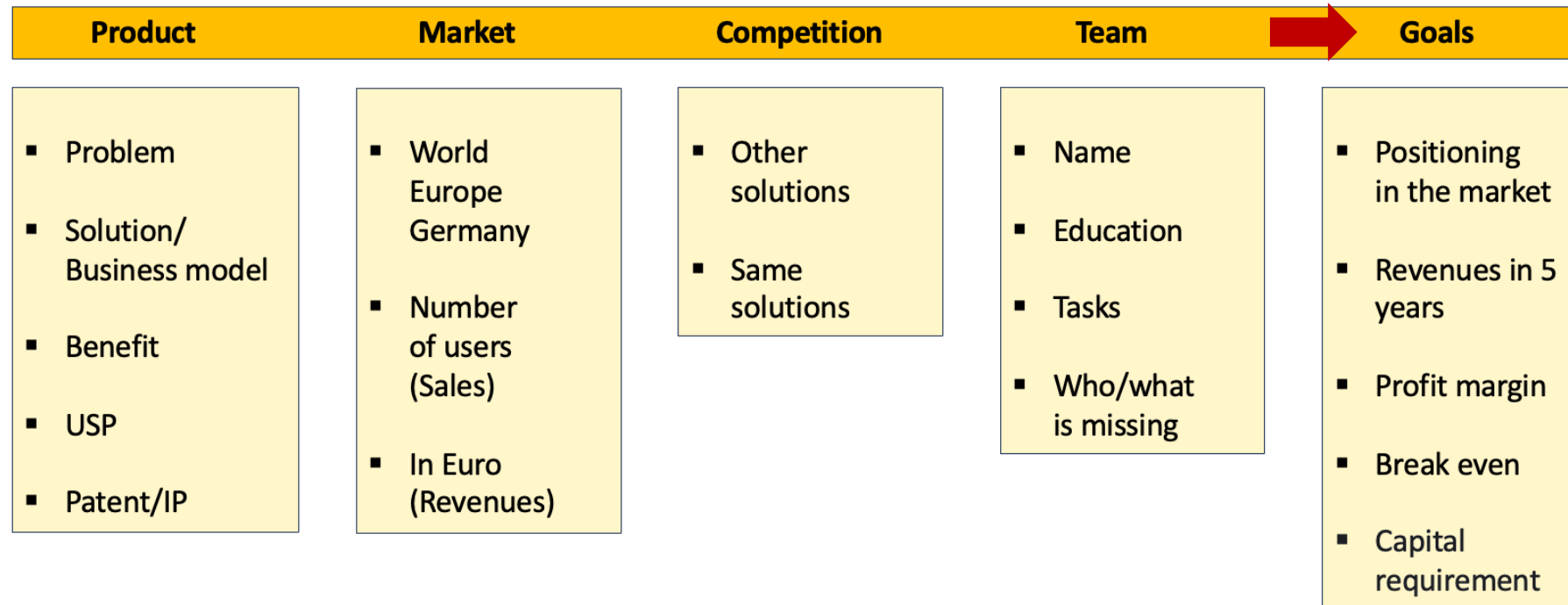
Team



Funktion

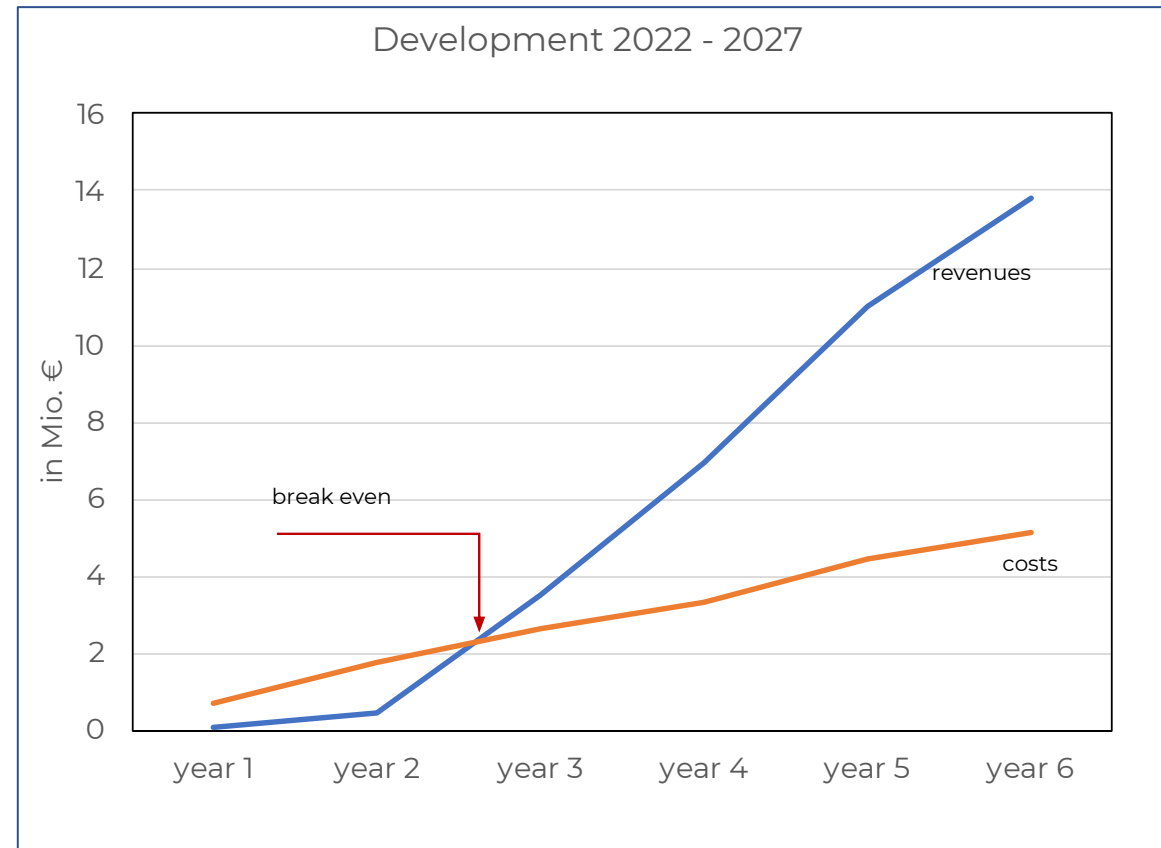
Ausbildung
Kompetenzen

Pitchdeck outline template



Financial planning

X Mio. €	Capital requirements
XX K€	Revenues/price per product
3rd year	Break even
XX	Employees in the 3rd year
XX Mio. €	Expected revenues in the 5th year



Roadmap

	3Q 22	4Q 22	1Q 23	2Q 23	3Q 23	4Q 23	1Q 24	2Q 24
1 Start of the operational business, setup of the laboratories								
2								
4								
6								
5								
7								
8								
9								



Last Chart

- Claim
- Logo & Company's name
- Contact
- USPs

WHY?

Last Chart

- Claim
- Logo & Company's name
- Contact
- USPs



13 Hints for a good pitch deck

1. Use a visually appealing cover sheet
2. Create a table of contents
3. Whenever possible, use a custom layout to differentiate yourself from other pitchdecks
4. Page numbers on each slide are mandatory in a good pitch deck
5. If possible, use uniform fonts and font sizes
6. Use plenty of self-explanatory graphics and charts
7. Do not write too much block text
8. Use the same font size for sections of text
9. Avoid duplication
10. Check each slide for relevance and cross out what doesn't matter
11. Capture the main point of each slide in a subheading
12. The pitch deck should contain the contact details of the founding team
13. Avoid spelling mistakes - use your program's spell checker

Quelle: science4life.de

Downloads zum Readdeck

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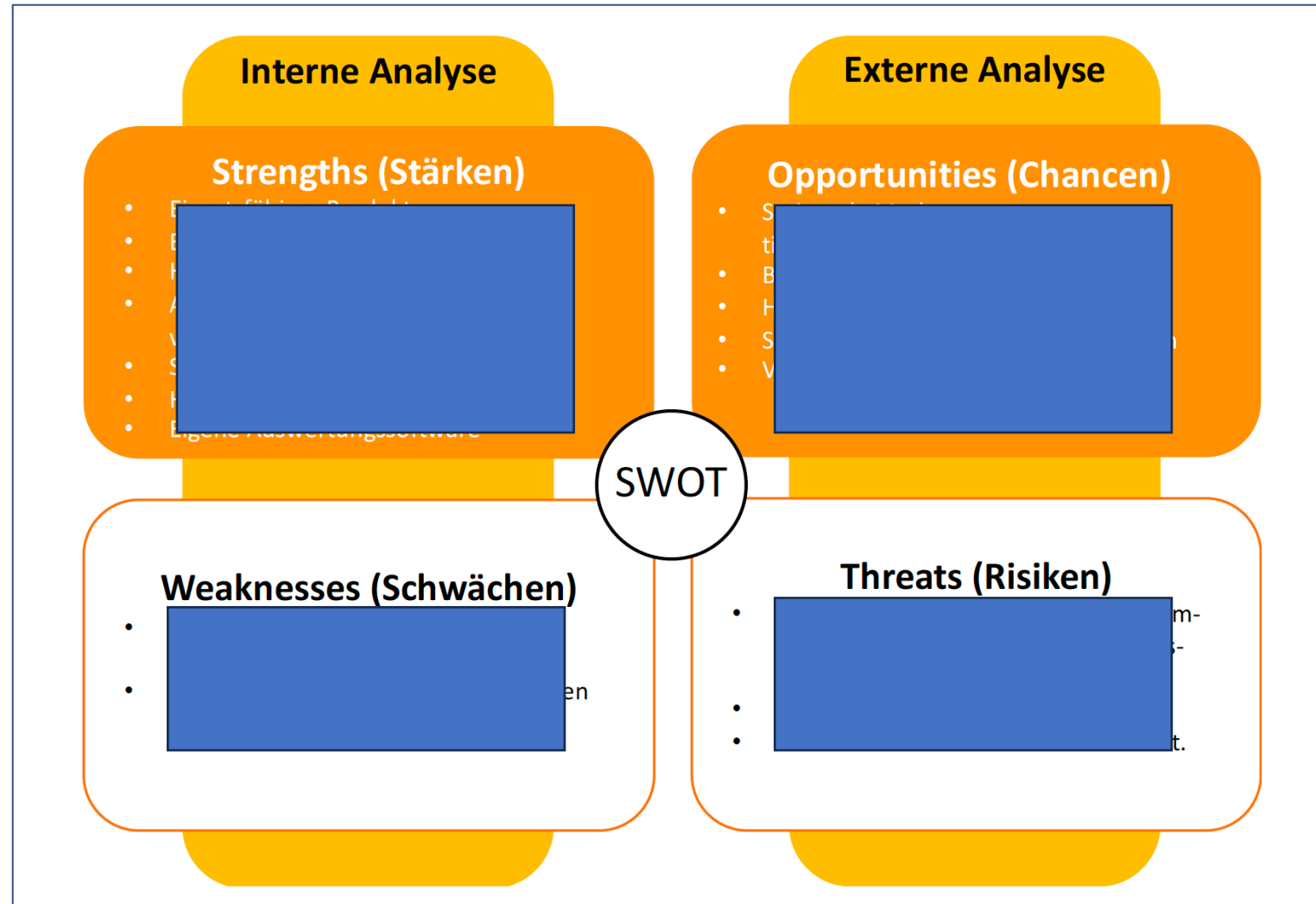


Any questions ? – Starting in Germany?
Contact! Silke Beaucamp +49 151 25327721
sb@beaucamp-unternehmensberatung.de

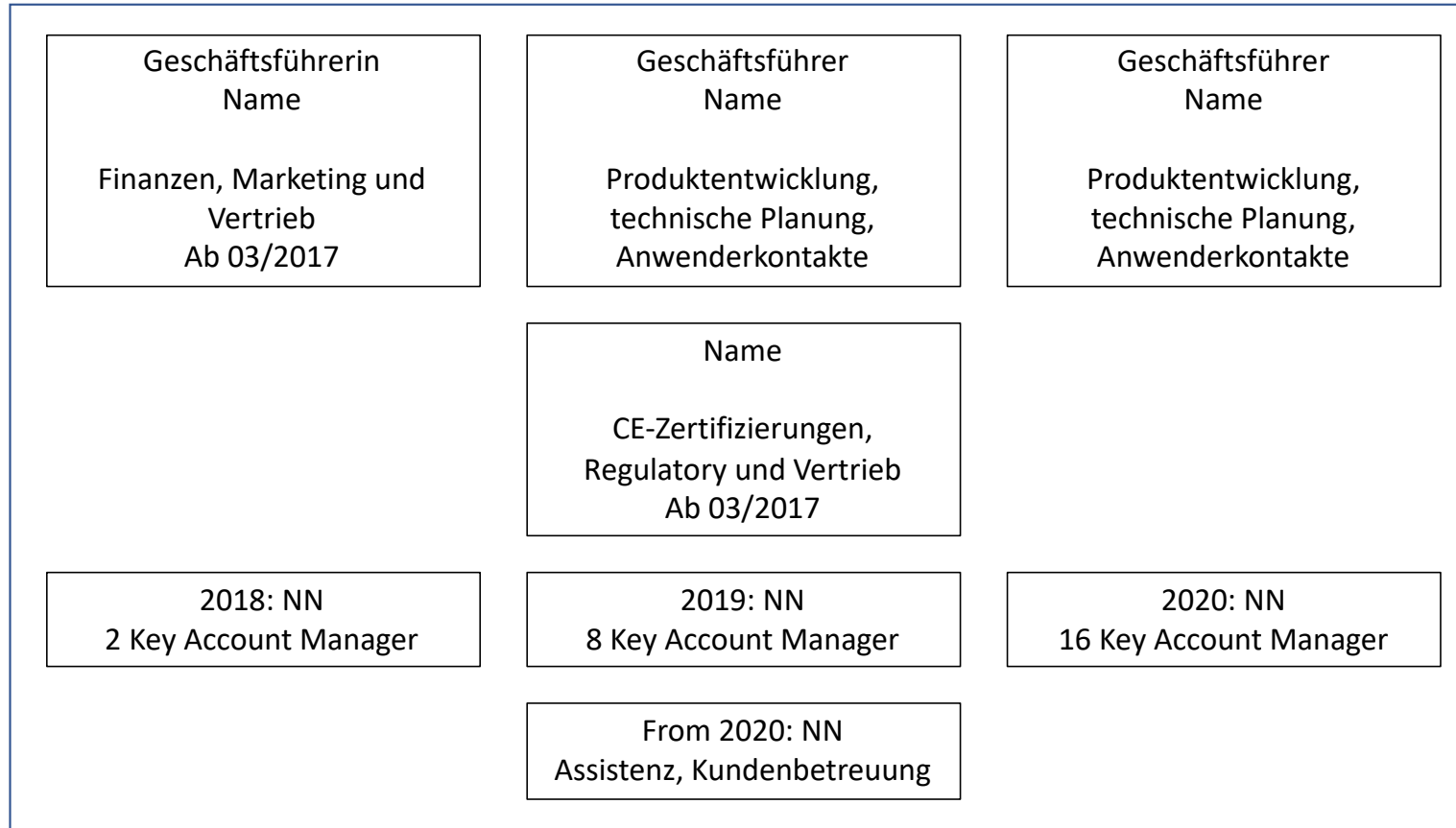
Chart 4P

Chart Market Entry Barriers

Appendix - SWOT Analysis



Appendix - Barriers to Organization Chart



Appendix - Gap analysis of the team

	Name		Name	Name	Name	Name	Name
Technology	●	—	●	●	●	●	●
Finance	○	●	—	—	—	—	—
HR	●	●	○	—	○	—	○
Marketing&Sales	○	●	—	—	—	—	—
Testing	●	—	●	●	●	●	●
Projectmanagement	●	●	●	●	○	○	○
Networking/contacts	●	●	○	○	○	○	●
Regulatory Affairs	●	—	—	○	○	—	○
Quality Management	○	—	○	○	●	●	●
Internationality	●	○	○	○	○	○	●
Initiative	●	●	●	●	●	●	○
Communication skills	●	●	●	●	●	●	○
Networking/contacts	○	●	○	○	○	—	—
assertiveness	●	○	○	○	○	—	○
Resilience	●	●	●	●	○	●	●
organisational skills	●	●	○	●	○	●	●