



Food supplements

The European meeting place for innovation in Food, Human, and Animal Nutrition

Ingredients processing



Start-up Slams Guidelines

October 1st & 2nd, 2024
Lille, FRANCE



Finished food products

Excipients & functional ingredients



Feed & pet food



Organised by:



Pitch guidelines

OBJECTIVES:

- Provide the guidance you need to **effectively communicate your business idea**.
- Encourage you to **think through the aspects of your business** the same way VCs will be assessing it.
- Help you to **sell your idea to the audience** composed of investors, industrials, potential partners...

Remember that you will be evaluated on **3 major sets of criteria**:

- The **impact** of the innovation
- The **implementation** capacity
- The **quality** of your pitch

“A start-up is, at the core, an idea. And an idea is only as good as its communication.”



DO



- Mind the **time**
- Prove that your **team** is the best one
- **Focus!**
- **Metrics** matter
- **Showing** is better than telling
- Convey a **clear differentiator**
- Set **realistic goals**
- Be **clear, precise,** and keep it **simple**
- Remember the audience hears your proposal for the **first time**



DON'T

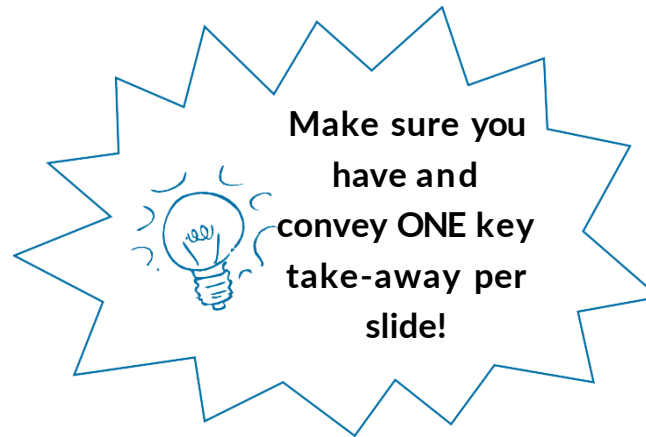


- Use **acronyms**
- Be too **technical**
- Add too much **details**
- **Assume** the audience immediately understands your innovation
- **Oversell**/Make promises you can't keep
- Hide **risks**
- Go over **time**



THE POWERPOINT PRESENTATION

- 6 – 8 slides is ideal. Remember: **less is more!**
- Only **PowerPoint** presentations will be accepted (.ppt, .pptx)
- **Include pictures and graphs:** Showing is better than telling



Structure of the pitch

1

Introduction

Define the innovation in one sentence.

2

Team

Identify the core group of talent of the company.

3

Opportunity

Establish the problem statement and unmet need.

4

Solution Competition

Demonstrate your solution and validate your differentiation.

5

Business Model

Explain how you are going to implement your innovation and to make return on the investment.

6

The Ask

Outline what you need to make your business a success.

INTRODUCTION

In one sentence define the innovation

- Concisely state your **core value proposition**, including targeted markets
- Tell which **unique benefit** you will provide to which customers
- What **need** will you address?

Key objective:

Everyone should know the basic idea and **value proposition** of your company.

TEAM

Present the team

- Relevant **experience** / Key future **hires** / Panel of **advisors** (if applicable)

Key objective:

Show that there is a core group that believes in the company and can execute the next milestones



1 slide => 1 min

Opportunity / Market

02

OPPORTUNITY / MARKET

Problem statement:

- Which **unmet need** does your project answer
- Why does the problem **persist**?

Market:

- Identify the **market size**
- How does the market **change/grow** over time?

Key objective:

Show the issue that your innovation solves.

$$\begin{array}{r} \text{(Clear) Problem} \\ + \\ \text{(Large) Market} \\ \hline = \text{(Great) Opportunity} \end{array}$$

1 slide => 1 min

Solution / Competition

03

SOLUTION / COMPETITION

Demonstrate your solution - What are you offering to whom?

- Explain your innovation / IP (protection and valuation strategy)
- Explain how you will keep your promise (clinical studies, lab scales...)
- Explain your target product profile

Validate your differentiation and Unique Selling Proposition

- What is your differentiator or unique competitive advantage?
- Quantify key benefits your solution provides
- How and why is your solution better?

Key objective:

Help the audience understand:

- how you will solve the problem
- who you are competing with
- why your solution is better than others

1 slide => 1 min

BUSINESS MODEL

Explain your business model:

- Include **key financial metrics** such as revenue projections, gross margins, and profitability
 - Provide a **realistic timeline** for achieving financial **milestones**
 - Describe how your product or service will reach your clients
 - What exit will you provide your **investors**?
-
- Highlight any strategic **partnerships** or collaborations that support your business model.
 - Explain how these partnerships contribute to your overall **success**.

Key objective:

Explain how you are going to implement your innovation and get a positive **return on investment**.



1 slide => 1 min

THE ASK

Tell us:

- Your valuation expectations
- The **amount** you are looking to raise
- The **milestones** you will hit with the new capital

Key objective:

- Outline **what you need** to make your business a success.

Investors want to see that you're hitting **milestones** and that you're asking for the right amount of money: the amount should not be arbitrary, **explain by using numbers**.



1 slide => 1 min

Contact details:

First name

Family name

Organisation name

Email address

Phone number

Logo



1 slide => 1 min