

Criteria for Investor Pitch Deck for Venture Building Programme 2025

An investor deck should be in the form of a presentation and include information that will allow the evaluators to assess the proposal on the following set of criteria: Solution and Technology, Impact and Strategic Fit with EIT Manufacturing, Go-to-Market Strategy, Vision and Mission and Fundraising Strategy.

The deck should also include information on the alignment with EIT Manufacturing strategic objectives, as well as the Excellence, Impact and the Implementation of the project, and the Team. Please read carefully the evaluation criteria and the descriptions in the Venture Building 2025 Call Terms and Conditions. Given the stage of your company, some of the sub-topics noted below may not be applicable. **Investor deck needs to be in English.**

The investor deck elements should be but not limited to the following:

1. Business Snapshot/ Synopsis

- 1.1. When was the company founded
- 1.2. Office locations/headquarters
- 1.3. Evolution of the company and/or solution, if any

2. Description of Product/ Service

- 2.1. Description of problem/pain point the company's product/solution is addressing. How is the world solving the problem currently?
- 2.2. Describe the solution, offering and value proposition addressing the pain points. Briefly mention any IP created and IP strategy.
- 2.3. Description of the technology innovation (proven and potential) as well as maturity.
- 2.4. The technological competitiveness of the solution/product compared to competitors
- 2.5. Potential impact of technology with regards to working environment, flexibility, agility, environment, society, etc.

3. Team and governance

- 3.1. List the founders, their background and their roles, executive and non-executive team. (Include LinkedIn links, if possible)
- 3.2. Profile of key team members and executives, and % commitment to the company. (Include LinkedIn links, if possible)
- 3.3. Basic Organisational chart with filled in positions
- 3.4. Board members, if any
- 3.5. Advisors, if any

4. Market and Sales

- 4.1. Describe the positioning of the solution in the value chain.
- 4.2. Key 2-3 points about the market need, key markets. Please make note of the addressable markets (size and growth) in terms of volume and euro.
- 4.3. Overview of the current pipeline of customers and projects / deals; precisely describe the different stages of deals in your acquisition pipeline. Please note any significant actual customers or sales partnerships.
- 4.4. Company roadmap for the next 2-3 years regarding growth, go-to-market market strategy, internationalisation, segments, products/services, customers, etc.

5. Business Model

- 5.1. Describe the business model,
- 5.2. What is the company selling (various products/solutions with attached revenue streams) and how the company is selling (one-time fees, licensing, SaaS recurring fees, etc.)?
- 5.3. The recurrent/non-recurrent sales split

6. Competition/ Key Differentiators

- 6.1. A list of competitors and how the company overlaps and/or is unique amongst the competitive landscape.
- 6.2. The technology benchmarking with competitors.

7. Financial history

- 7.1. A summary (in tables) of the historical financial situation (2022, 2023 and up to date for 2024 actuals) including P&L, cash flow, balance sheet tables and CLA.
- 7.2. A brief financing history (dates, amounts, form, source, terms, including both loans, grants, debt financing)
- 7.3. Total outstanding debt.
- 7.4. Monthly cash burn rate and cash position for Q1 2024.

8. Financial Projections

- 8.1. A summary of the company's financial forecast (P&L and cash flow) over the next 3-5 years, including estimates for 2024. Please present an overview in tables.
- 8.2. Please include information on the planned breakeven and cash runway
- 8.3. Key assumptions: customer pipeline, new products/services, new markets entry etc.

9. Fundraising History and Plan

- 9.1. Information on previous investment rounds (names of key investors and amounts).
- 9.2. Please include an overview of the existing cap table.

- 9.3. If available, please include the forecasted cap table with the new investors or any potential CLA conversions.
- 9.4. Information on the status of current round: the investment round amount and timeline for closing, any terms sheets signed, soft commitments and/or advanced negotiations with new investors (names, amounts).
- 9.5. Deployment plan – amounts categorized into at least 3-4 broadheads – hiring, R&D, product development etc.).
- 9.6. Requested financing amount from EIT Manufacturing, including key milestones and expected results.