Codex4SMEs x Time to Pitch

Interreg North-West Europe
Codex4SMEs
European Regional Development Fund

TIME TO PITCH

The Context

The Interreg project Codex4SMEs (Companion diagnostics expedited for small and medium-sized businesses) plans to improve healthcare by enhanced adoption of Personalized Medicine in North-West Europe. Codex4SMEs will establish a transnational network of nine partners and two sub-partners from seven countries and expedite the development of the SMEs' products in the field of Cdx.

It offers the SME's the opportunity to pitch their project in front of investors in Palais Brongniart, Paris, in partnership with EIT Health Summit 2019.

Our proposition

The Pitch & Win offer is a blended learning program, which aims to help SME's to pitch on December 4th.

Objectives

- Know how to structure a dynamic and effective pitch
- Learn how to create a captivating and emotional presentation using the storytelling method
- Learn how to create impactful slides
- Practice public speaking & be more self-confident
- Know how to adapt their message to their public
- Learn how to deliver the key message and show their technological strengths to the jury, experts and investors.

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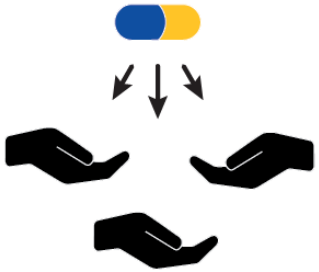
Current situation
one solution for all



Incubation

- Gap analysis
- Community building
- Information events
- Encouraging R&D collaborations

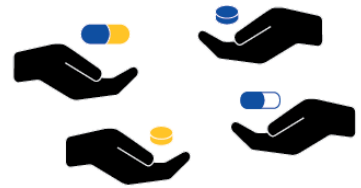
Acceleration

- Knowledge transfer and sample access
- Biomarker screening and validation service
- Connecting problem owners (pharma & clinics) to solution providers (SMEs)
- Clinical trial support

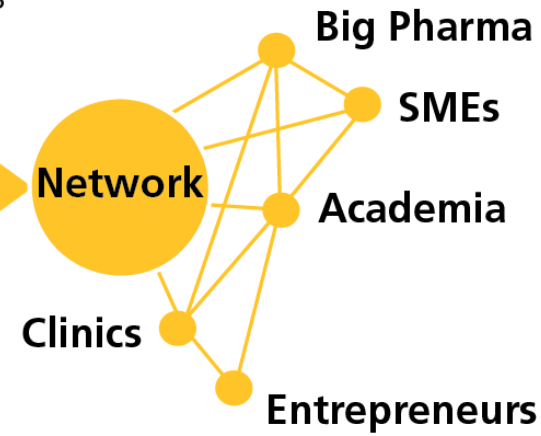
Growth

- Roadshow to venture capital and large pharma companies
- Business model and expert access service
- Guidance for regulatory and reimbursement issues

Codex4SMEs Solution
personalised medicine



Knowledge Sharing



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Our four steps program for your startups

Winning Pitch Method©

Discover the Winning Pitch Method and start to structure their pitch with the W script.

On monpitch.com

Pitch structure

With their coach, they will refine their narrative pitch structure with the Winning Pitch Method.

Remote one-to-one coaching

Slide design

With their coach, they will refine their slides with the UpSlide Theory

Remote one-to-one coaching

Public Speaking Training

During this group session, they will pitch their startup to the other participants and the coach will give them advice to improve their public speaking performance.

Physical group session

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OPERATIONNAL IMPLEMENTATION

Step 1 : E-learning access

Participants can be enrolled as soon as they have been selected

How : We get their e-mail adress and enroll them

When : From september

Step 2 : Remote coaching : pitch structure - 30 minutes

Participants choose their slot

How : Directly on monpitch.com

When : Beginning of October

Step 3 : Remote coaching : slide design – 30 minutes

Participants choose their slot

How : Directly on monpitch.com

When : Mid-October

Step 4 : Public speaking trainning - ½ day

Max 8 participants/session

Where : In Paris

When : End of October

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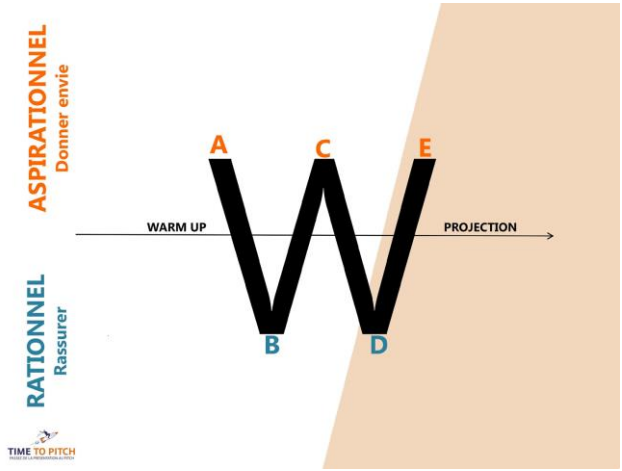
E-learning @www.monpitch.com

We offer them an access of e-learning in order to learn more about the Methode Winning Pitch© in advance .

Vidéos tutorielles

- → What is a Pitch?
- → The ingredients: the W³: the Why
- → The W³: the What
- → The W³: the Who
- → Build a narrative structure: the Script W



Outils

- → Download the Script W (tool to build the narrative structure)
- → UPSLIDE : create impactful slides

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Pitch writing

Draw on storytelling tools to captivate your audience

Theory:

Sell facts by storytelling them /
Why and how to create emotion through your pitch?

Tools:

7 storytelling tips on how to start your pitch well

Practice:

Defining what's at stake
and finding your Attention Getter /
Storycards or Powerpoint Karaoke

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The narrative structure

Using the Winning Pitch method to gain impact

Theory:

Locomotive & wagons /
Capture, captivate, catch / Left brain & right brain /
Warm up & Projection

Tools:

The W³: defining your project's DNA (Why/What/Who) /
The W Script / The Check Pitch

Practice:

Build the narrative structure
of one or several pitch(e)s

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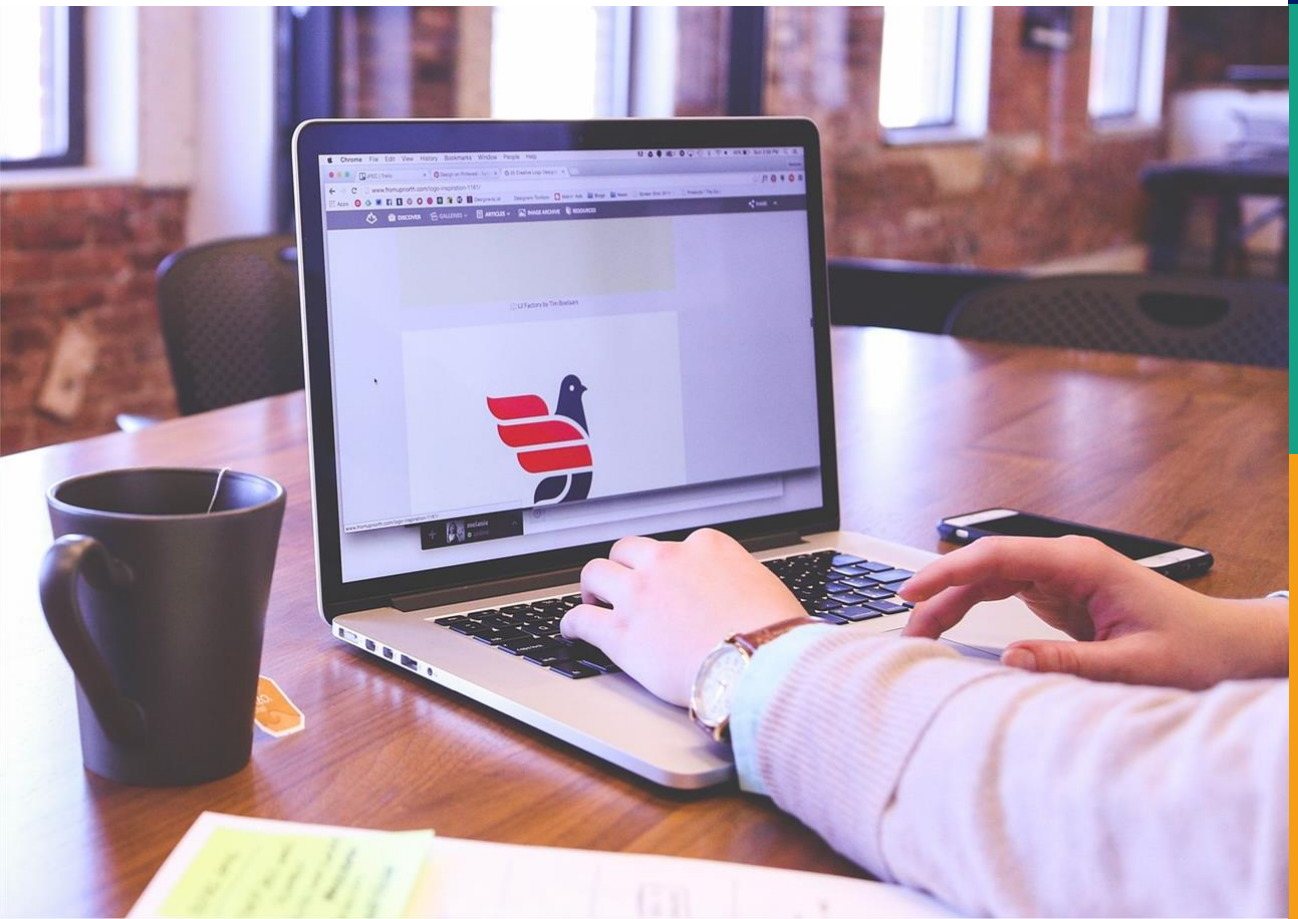
Slide design

Build slides that are serving your speech



Theory:

The Ten Commandments for slides /
Winning 3 : Catch the eye, Give meaning, Handle the mic / Going from autocue slides to slides that hand you the mic

Tools:

UPSLIDE, the keys to impactful slides
(One One One Slide / Graphic charter /
Slide to pitch vs slide to send)

Practice:

Use already existing slides and rebuild them to make them instantly clear and memorable

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Public speaking

Embody your speech to generate engagement

Theory:

Understanding the pillars on which successful public speaking relies / Acting and storyteller techniques

Tools:

The 3x3 of public speaking (Mental, Physical, Connection) / The mixing console

Practice:

Role plays and case studies give participants an opportunity to train / Exercises are proposed individually according to each person's areas for improvement /
All speeches are filmed with the participants' own smartphones

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