

CONGRESS
SATELLITE
EVENT

WORKSHOP INVESTMENT READINESS BY INNORATE

The interactive workshop 'How to get ready for your investment pitch' offers participants a masterclass on the art of pitching for investors, an interactive Q&A session with the speaker and expert Fadi Naffah and opportunity for selected startups to exercise their pitch with a dedicated expert in the breakout sessions.

SPEAKER AND EXPERTS



Fadi Naffah
BeryTech



Ulthan Faherty
WestBIC



Lorenzo Valeriani
METAGROUP



Roberto Parrondo
CEEI Asturias

6 NOVEMBER 2020

10:00 - 12:00 CET - ONLINE

For more information contact
Florian Sora at
florian.sora@ebn.eu.

WHO CAN APPLY

European SMEs, start-ups, and innovators from across the EU, who may be at any stage of the funding cycle. Through the investment readiness services, we seek to engage pilot EU SMEs looking for seed/scale up funding with high investment potential.

Organised by:



In collaboration with:



SESSION DESCRIPTION

SmartEEs participants are invited to the workshop “how to get ready for your investment pitch” on Friday, the 06th of November 2020. This workshop will be set-up in an interactive way and will be divided into two main parts. Firstly, participants will enjoy a 30 minutes masterclass on the do’s and don’ts regarding the art of pitching, which will be followed by a dynamic Q&A session (15 – 20 minutes).

Our expert, Fadi Naffah will be asked to delve into the following elements:

- How to make your business idea understandable
- How to tailor your pitch to your audience
- How to perform a convincing pitch (visual story & delivery)

Once the Q&A session has been finalized, the second part of the workshop will kickstart. A total of 24 selected start-ups will be divided into 4 breakout rooms. Each breakout rooms will include 6 companies and 1 expert. Each company will be asked to pitch their business for 5 minutes and will then receive 3 minutes of feedback on their pitch from the expert.

Schedule

10.00 – 10.10	Welcome & Introduction to InnoRate
10.10 – 10.30	Masterclass on “how to get ready for your investment pitch” – Fadi Naffah
10.30 – 10.55	Interactive Q&A session for attendees
10.55 – 11.00	Virtual Coffee break
11.00 – 11.05	Introduction to format of the workshop & Experts
11.05 – 11.55	Pitching coaching session (in parallel) => 6 companies per session / 1 moderator and 1 coach. Companies will have 5 minutes to pitch and will receive 3 minutes of individual and constructive feedback from the coach.
11.55 – 12.00	Closing of the workshop

SmartEEs at a glance

[SmartEEs2](#) – An original European acceleration program dedicated to helping innovative companies digitise their businesses thanks to flexible and wearable electronics (FWE) testing, experimentation and manufacturing support.

How do we do it? We open a Call for Application Experiments and invite all interested companies, satisfying the criteria, to submit their application experiment proposals. The selected companies are awarded support in line with our Call requirements and the others and welcome to re-apply their ideas and / or to enter the SmartEEs Community and benefit from it. SmartEEs2 is a European project funded by the European Union’s Horizon 2020 Research and Innovation programme the aim of which is to help the European Industry reinforce its competitive advantage by providing acceleration support to Innovative Companies for integration of Flexible and Wearable Electronics Technologies .

Registration

If you would like to attend this workshop, please register in the link below:

<https://zoom.us/meeting/register/tJlqce6qrjorH925oykF2QlSCsm9UM3lrkvo>

If you would like to participate in the pitching exercise, please express your interest below:

<https://bit.ly/36tJeDo>