

Pitch Instructions (NL)

As part of the application process, we ask that you submit a video recording of a pitch with a maximum duration of 5 minutes. The purpose of the pitch is to provide an overview of the company and to briefly highlight key elements of the application. The pitch and the more detailed answers in the application form are both part of the selection procedure.

Important points to consider:

- The pitch consists of two parts and may not exceed 5 minutes in total.
- The pitch must be organized and submitted by the lead applicant of the consortium, which is the SME.
- The pitch should preferably be presented in Dutch. If the lead applicant does not have sufficient command of the Dutch language, the presentation may be given in English.
- The video can be recorded simply using a phone, webcam, or any other method, as long as the image is clear (720p or higher) and the audio is easy to follow.
- You may use supporting slides, prototypes, or other visual aids.
- Submit the video in MP4 format together with the application form no later than **July 1st 2025 at 17:00 CET**. The link to upload all the application documents will become available no later than June 1st 2025.

Pitch Content

The content of the pitch corresponds to questions from the application form. If more than one SME is involved in the consortium, they must be introduced in the second part of the pitch.

1. Introduction of the SME and the innovation (~2:30 min)

- a. **Broad context:** What is the problem? What is the societal challenge?
- b. **Target group:** Who are you solving this problem for?
- c. **Solution:** How are you going to solve this problem? Briefly explain your product, service, or technology that addresses the issue.
- d. **Who:** Who are you as an SME? What does your organization do? Why are you particularly suited to solve this problem?
- e. **Status:** What is the current stage of the innovation? What phase is your innovation in? What hypothesis or PoC are you building on, and are there existing studies (in vitro/in vivo) and/or potential IP?

2. Explanation of the grant application: project description and value (~2:30 min)

- a. **Project goal:** What is the goal of the project for which you are applying for funding?
- b. **Collaboration:** Who will you carry out this project with? Which public/private partners are part of the consortium?
- c. **Innovation:** Why is this project technically innovative and challenging?