



**imec**

THE IMEC.ICON 6-MINUTE PITCH

<PROJECT ACRONYM>

# PRACTICAL

- **Submission**
  - This slideset should be uploaded on the MyProjects platform at the latest Tuesday Sep 19, 12 o'clock noon
- **Info session**
  - There is an info session on delivering an imec.icon pitch on Fri 15 Sep (10:30 -11:30 am, Ghent). You can register via the link that you will receive after submitting your abstract.
  - The content of the info session will be roughly the same as last year. Newcomers are advised to be present during this info session.

# PITCH = SLIDES IN FREE FORMAT

- It's up to the consortium to decide what to present in the pitch slides
- 1 or more slides, free format, 6 minutes maximum
- If wanted, use the NABC approach as tool (the explanation on NABC is on the same website page as this template)
- For **example** you could pitch:
  - What's the project about? (problem to be solved – result)
  - What are the unique selling points of your project?
  - Why does it need research funding?

THIS IS A SLIDE

YOU CAN ADD A SUBTITLE IF YOU WANT

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## BACKUP SLIDES

- These slides are not to be pitched but can serve as background for the panel discussion
- They can be useful in case of specific questions from the panel during the Q&A
- Be to the point and concise (do not copy-paste text from the abstract document)
- Note: if the info is already part of your pitch, there is no need to repeat these slides in this backup section



# CAUSE AND CONTEXT OF THE PROJECT

- The immediate cause (problem, opportunity,...) of the project and the way in which the project took shape
- The context of the project and the main research challenge it will tackle
  - What?
  - Why?
  - Why now?
  - For whom?

# YOUR SOLUTION

- Which results do you want to achieve by the end of the project? With which results do you want to make a difference?

# KNOWLEDGE LEAP W.R.T. STATE OF THE ART

- How will the project be different from the current relevant SOTA?
- Definition of SOTA:
  - Other projects (iMinds, EU, World)
  - Existing solutions and alternatives
  - Competing/adjacent products/solutions

# EXPECTED OUTCOME OF THE PROJECT

- What do you expect to be the concrete end results of this project? Will it be mainly new knowledge, patents, reports, software libraries, apps, business models, user insights, market knowledge, technological advancements, algorithms, ...
- Describe the (main) demonstrator this project will deliver

# POSITION OF THE PROJECT IN RELATION TO OTHER PROJECTS, PRODUCTS AND SOLUTIONS

- Are there other projects around the same topic (iMinds, Flanders, EU, rest of the world) and how's your project **different from other projects, products and solutions?**
- If it doesn't exist yet, explain why

# POSITION OF THE COMPANIES

Can be multiple slides  
if not all partners fit  
on one slide

- In Flanders and Belgium
- Benchmark against your competitors in the same field

# VALORIZATION

Can be multiple slides  
if not all partners fit  
on one slide

- Based on the assumption that the envisioned project objectives will be achieved, explain briefly how *each* enterprise will exploit the results or, in case of non-commercial organisations, describe how the organisation will benefit from the results
- If generic/common exploitation is to be expected, please explain