

Selection Pitch & Final Battle

Selection Pitch

<Online>

- Language: English
- Format: Pitch in front of 2 judges,
No slides, no audience
- Pitch Time: 3 minutes
- Pitch content: self-introduction and
*5 ROUNDS (5 Themes)
- Q & A: 3 minutes

Final Battle

<Real event>

- Language: English
- Format: One on One Pitch Battle
No slides, with live audience
- Pitch Time: 3 min and 30 sec
→ 1 min self-introduction and
30 sec for each round to pitch,
in total *5 ROUNDS
- Q & A: 10 minutes Q&A session after
all rounds

5 ROUNDS

(5つのテーマについて)

5 ROUNDS

TEAM

This topic covers the team of the startup, why will they make this startup a success? And what have their team members achieved in the past to make us believe they will make it happen?

ACHIEVEMENTS

In this topic startups will outline their achievements to date (not what they are planning to achieve!). Do they have paying customers? Prototypes? Letters of Intent? Awards? Subsidies?

BUSINESS MODEL & MARKET

Startups will use this topic to explain their business model, how are they making or going to make revenue? And what is the market potential? Who are their competitors and how do they differentiate.

FINANCIALS & PROPOSITION

This topic covers the financial situation and the proposition they have towards capital, talent or expertise. What is it they need to grow fast right now? And financials think of cashflow risks, break-even points, revenue projections, cost price and margins. Does it look promising?

FREESTYLE

Finally the startups can and need to be creative. They can fill their remaining time however they feel fit as long as they convince you of their promise even more than before.