



MICROBIOME EXPLORER CHALLENGE

BIOTICS, MICROBIOME AND HEALTH

STARTUP TROPHY FOR MARKETABLE NOVEL IDEAS

This is your opportunity to present your startup, product, market and development plans verbally and graphically. The pitch deck must be uploaded in PDF format, i.e. **Name_of_the_startup_project.PDF** (max. 10 MB) as part of the application form.

Pitch deck is executive summary that provides an overview of your startup, including its mission, value proposition, target market, competitive advantage, and revenue model. This will help you assess the viability and potential of the business. Try to be concise, not more than 15 slides.

We strongly recommend including following information (slides):

1. Cover Slide: A visually appealing slide that includes the name of the startup, logo and contact information.
2. Problem Statement: Clearly define the problem or challenge your startup aims to address. Explain why it is significant and how it affects your target market.
3. Your Solution and Value Proposition: Describe your product or service, its unique features, and how it addresses a market need or solves a problem, brings value to the customers while focusing on innovation and potential impact of the offering.
4. Market Analysis: Provide an overview of the target market, its size, and potential. Highlight relevant trends, growth opportunities, and any significant market research findings. Include data or charts to support your claims.
5. Target Audience: Define your ideal customer profile and target audience. Describe their demographics, needs and preferences. Explain how your solution fulfills their requirements better than existing alternatives.
6. Competition: Identify and analyse your direct and indirect competitors. Highlight their strengths, weaknesses, and market positioning. Showcase how your startup stands out and offers a unique proposition.
7. Business model: Outline your revenue generation strategy. Describe how you plan to monetize your product or service, including pricing models, subscriptions plan, or other revenue streams. Explain how you intend to acquire and retain customers. Discuss your marketing channels, sales approach, partnerships, or distribution methods.
8. Team: Provide background and expertise of the founders and key team members. Briefly mention their qualifications, relevant experience, and their ability to execute the business plan effectively. If applicable, mention notable advisors or industry experts supporting your startup.
9. Product Development and Roadmap: Provide insights into your product or service development progress (e.g. TRL), milestones achieved, and future roadmap. Highlight any intellectual property or technological advancements. Present a timeline or key development stages.
10. Traction and Milestones: Provide information on your current traction, including metrics user acquisition, revenue, partnerships, or any notable achievements. What are your plans for next 2-3 years?

Contact us: info@microbiome-challenge.com

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The logo for Probio, featuring a stylized green and blue 'i' followed by the word 'Probio' in a green, sans-serif font.



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11. Financials: Summarize key financial information, such as funding history (BA/VC collaboration), revenue projections, projected expenses, and profitability. Include important metrics like customer acquisition cost, lifetime value, and key financial ratios.
12. Funding Requirements: Briefly outline your current funding status and any investment or funding requirements. Mention the purpose of the funds, planned utilization, and potential milestones it will help achieve.
13. How will you use the main prize? 1st prize is 20 000 EUR. What exactly will you use it for and what difference for your startup journey it may bring?
14. Call to Action: Conclude the pitch with a clear call to action, such as inviting the judges to reach out for more information etc.

TIPS FOR TEAM VIDEO

A short video (up to 2 minutes maximum) introducing the core team/founder(s), their motivation and vision for the company. This is not a product video, but rather an introduction of founders (and core team) to the evaluators. It does not need to be a fancy or technically sophisticated video. The video must be uploaded in AVI, MOV or MP4 format, i. e. Name_of_the_startup_project.AVI/MP4/MOV (max. 300 MB) as part of the application form.

Some tips for video:

1. Keep it simple: You may record the video on a smartphone (selfie video) or record a virtual meeting or interview with the founders using platforms like Zoom, Microsoft Teams, or Google Meet to introduce yourself.
2. Be Clear and Concise: Keep the video pitch focused and avoid unnecessary details. Use clear and concise English language to effectively communicate your startup's key points. In case there are more team members, do not forget to mention your names (include a subtitle) so it is clear who is who. Leave out details that evaluators can easily find in your pitch deck.
3. Tell a Compelling Story: What is your background? Why did you establish your startup? What is your vision and what do you want to achieve? Storytelling can captivate the audience and make your pitch more memorable.
4. Showcase Your Passion: Let your enthusiasm and passion shine through in your delivery. Show the judges that you believe in your startup and its potential to make a difference.
5. Practice and Refine: Practice your pitch multiple times before recording the final video. Refine your delivery, timing, and messaging to ensure a polished and confident presentation.