



Fuel to Unicornland

EIC Accelerator

30/03/2022

@Stavriana_K

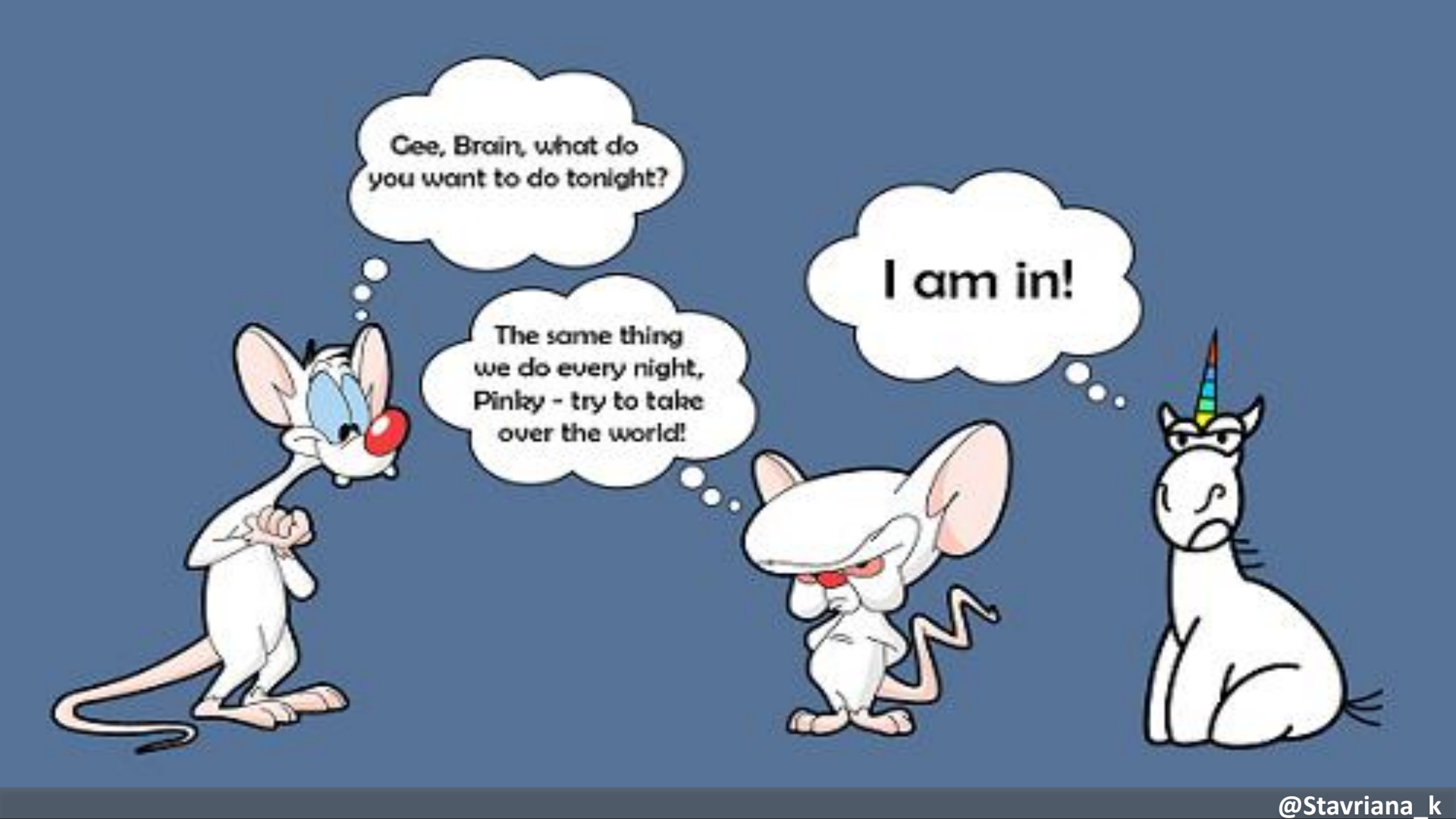
EIC ACCELERATOR

**NOT A PROJECT.
FINANCIAL INSTRUMENT IN PROJECT DISGUISE.**

Startup Rules apply

- **Highly innovative** SMEs with **ground-breaking** concepts
- Capacity to **shape** new markets or **disrupt** existing
- **High-growth** potential with European & Global ambitions

High Growth potential = startup



Cee, Brain, what do you want to do tonight?

The same thing we do every night, Pinky - try to take over the world!

I am in!

Criteria. The official lingo.

- **Implementation**
 - Team caliber,
 - Ability to execute & bring innovation to market
- **Impact**
 - Solid business model + commercialization strategy.
 - Growth potential
- **Excellence**
 - CREATE new markets / DISRUPT existing Potential
 - Feasibility

TRANSLATION

A group of five men standing in a suburban backyard with a swimming pool. From left to right: a man with long curly hair and a beard wearing a brown jacket; a man with long hair and glasses wearing a plaid shirt; a man with dark hair wearing a red and black striped sweater; a man with short dark hair wearing a green vest; and a man with wavy brown hair wearing a blue button-down shirt. The background shows a white fence, green trees, and a house.

You need a **KILLER.TEAM.**



Prepare

To

Conquer

SCALING.BUSINESS.MODEL.

BE THE NEXT **SHAPE.DISRUPT.**



EIC JURY INTERVIEWS. THE PITCH.



DRAGONS' DEN

Know who you are pitching to.



84 experts from 26 countries

15% Business Angels

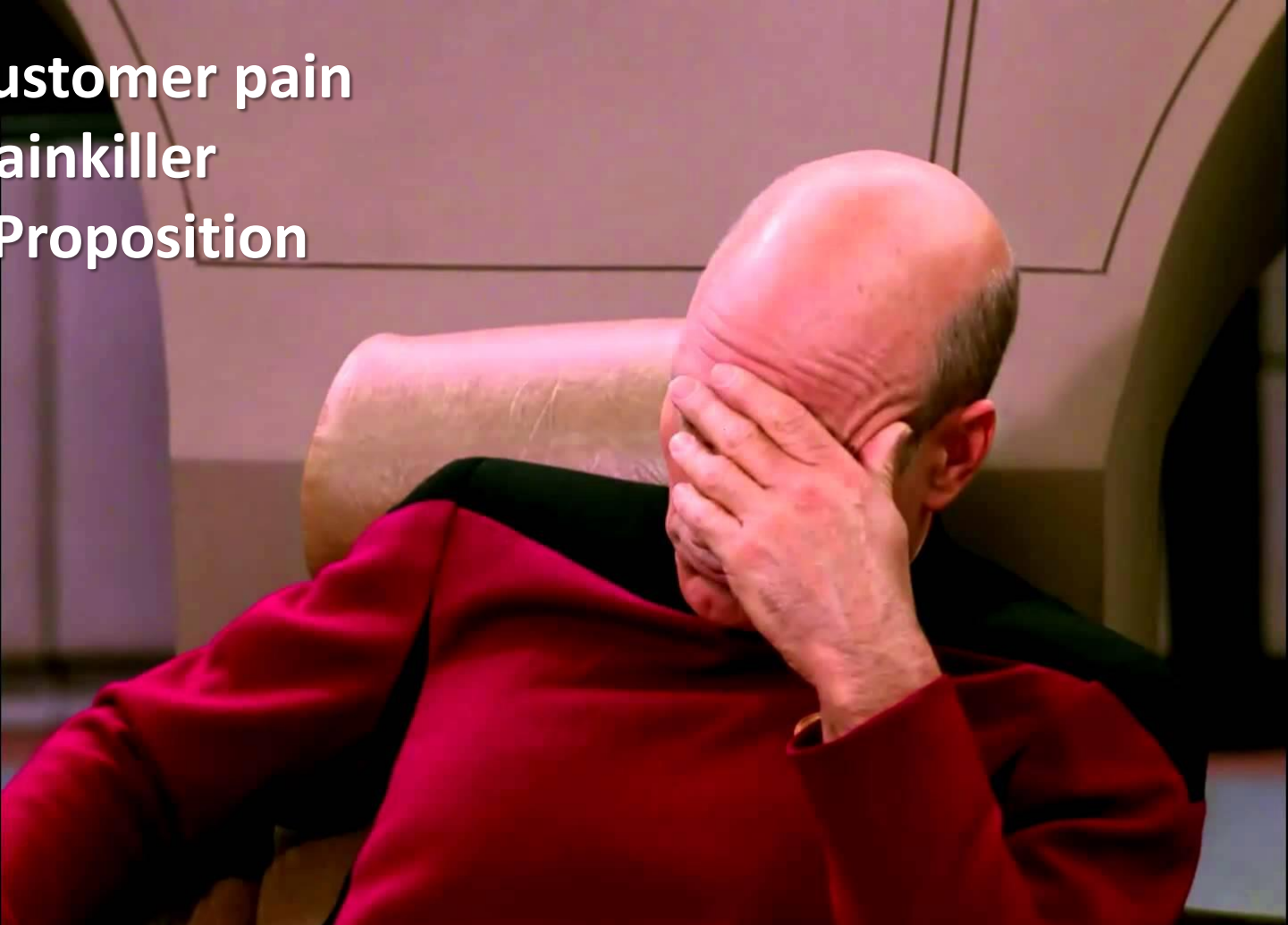
20% entrepreneurs

20% Venture Capitalists

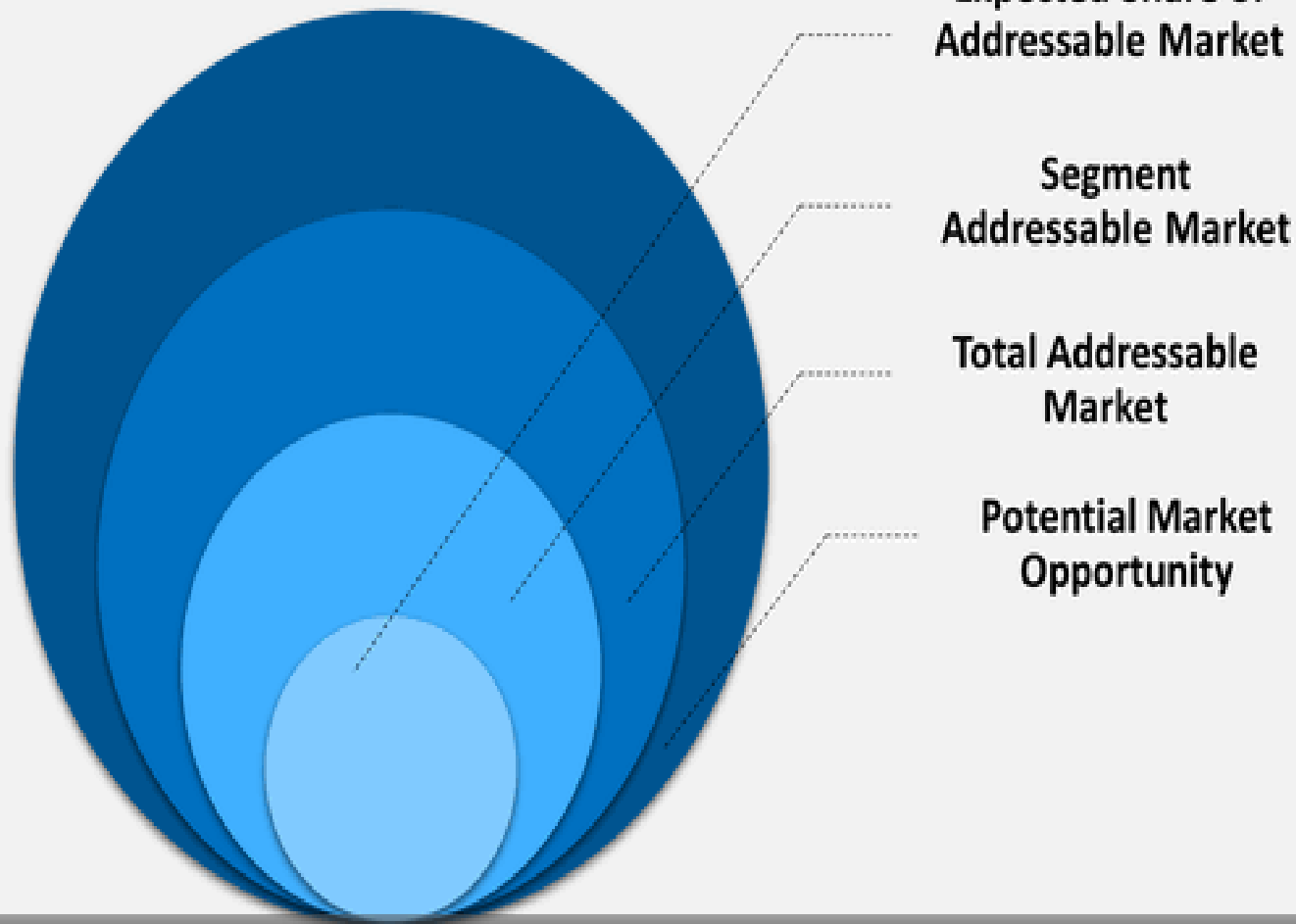
Rest from corporates,
innovation hubs,
accelerators etc.

Women Majority. Be Cool.

True customer pain
True painkiller
Value Proposition



KNOW YOUR MARKET. LIKE A BOSS.



KNOW YOUR COMPETITION. AND HOW TO BEAT IT.












The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

<h3>Key Partners</h3>  <p>Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?</p> <p>REASONS FOR PARTNERSHIP Optimization and economy Reduction of risk and uncertainty Acquisition of particular resources and activities</p>	<h3>Key Activities</h3>  <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?</p> <p>CATEGORIES Production Problem Solving Platform/Network</p>	<h3>Value Propositions</h3>  <p>What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?</p> <p>CHARACTERISTICS Novelty Performance Customization "Upside the Job Done" Design Brand/Status Price Cost Reduction Risk Reduction Accessibility Convenience/usability</p>	<h3>Customer Relationships</h3>  <p>What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?</p> <p>EXAMPLES Personal assistance Dedicated/Personal Assistance Self-Service Automated Services Communities Co-creation</p>	<h3>Customer Segments</h3>  <p>For whom are we creating value? Who are our most important customers?</p> <p>EXAMPLES Mass Market Niche Market Segmented Diversified Multi-sided Platform</p>
	<h3>Key Resources</h3>  <p>What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p> <p>TYPES OF RESOURCES Physical Intellectual (brand, patents, copyrights, data) Human Financial</p>		<h3>Channels</h3>  <p>Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?</p> <p>CHANNEL TYPES</p> <ol style="list-style-type: none"> 1. Awareness How do we raise awareness about our company's products and services? 2. Evaluation How do we help customers evaluate our organization's Value Proposition? 3. Purchase How do we allow customers to purchase specific products and services? 4. Delivery How do we deliver a Value Proposition to customers? 5. After sales How do we provide post-purchase customer support? 	
<h1>VALIDATED BUSINESS MODEL</h1>				
<h3>Cost Structure</h3>  <p>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</p> <p>BY YOUR BUSINESS MODEL Cost Driver (Impact on cost structure, low price value proposition, maximum automation, extensive outsourcing) Scale Driver (Impact on value creation, premium value proposition)</p> <p>SCALABLE CHARACTERISTICS Fixed Costs (Salaries, rents, utilities) Variable Costs Economies of Scale Economies of Scope</p>	<h3>Revenue Streams</h3>  <p>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?</p> <p>TYPES Asset Sale Asset Use Usage Fee Subscription Fees Licensing/Leasing/Leasing Licensing Challenge Fees Advertising</p> <p>FIXED REVENUE Lump Sum Product Feature dependent Customer equipment Proprietary Volume dependent</p> <p>SYSTEMIC REVENUE Reciprocal Fee Sharing Platform Management Referral Fee Model</p>			

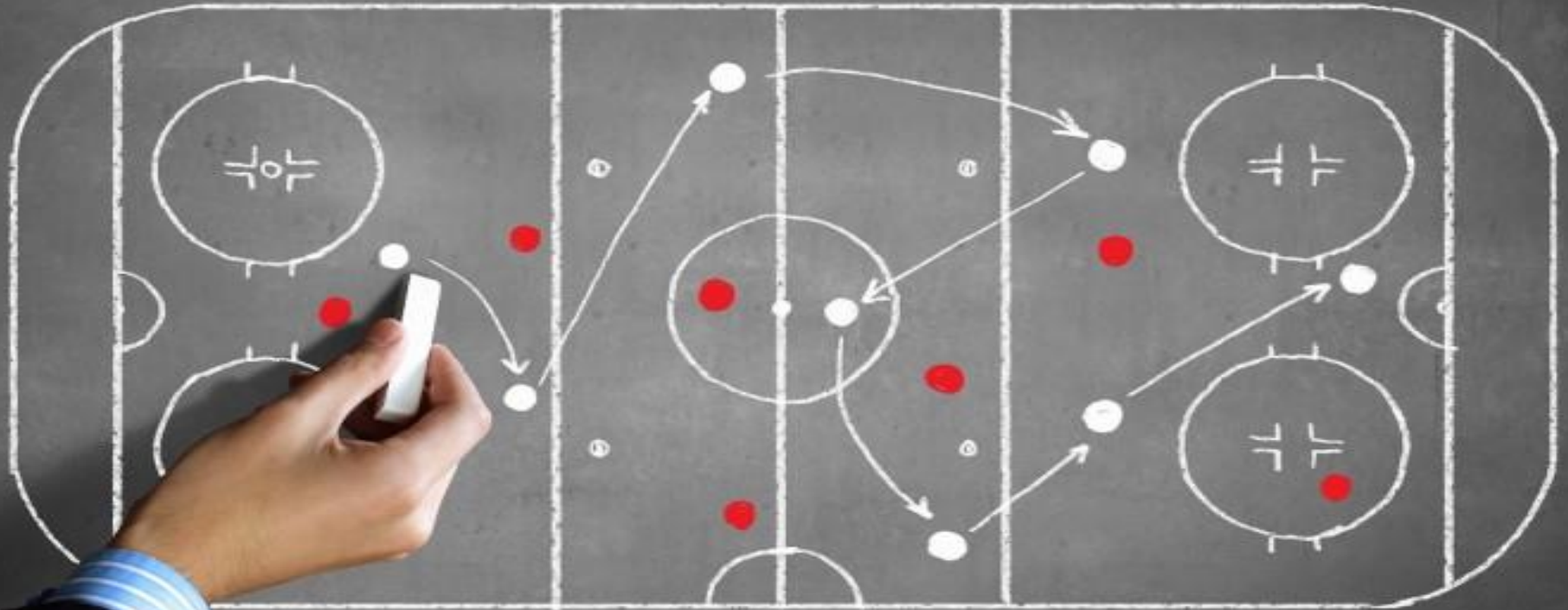


DESIGNED BY: Business Model Foundry AG

The makers of Business Model Generation and Strategyzer

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MARKET DEPLOYMENT PLAN. PROOF OF TRACTION.



OWN YOUR NUMBERS.



SUPERHERO TEAM.



“AT A STARTUP, YOU DON'T PLAY THE GAME,
YOU BUILD IT.”



Steli Efti - CEO Close.io



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Special Note on IPRs


- IP MUST belong to the company.
 - Not the inventor.
 - Provide clear IP details. We check.
 - Be forthcoming.
-
- Most easy points to score. And most miss them.

Takeaways

- You are pitching investors.
- Cap table is important.
- “Would I invest my own money in this” mindframe
- Want to see your & your team’s passion.
- Want to see a killer superhero team.
- They will go off script. Expect tough love.
- Excited to fund the next big thing. Be it.

Takeaways

- Know your s**t.
- REALLY Know your s**t.
- Learn the VC lingo.
- Its an instrument. Its exactly like raising.
- Did I mention Team is crucial? TEAM IS CRUCIAL.
- Think Big. Or Go Home. Literally.



The people crazy enough
to think
they can change the world
are the ones
who do