

CE4BIG Project: Pitch Coaching Intensive:  
Bethodology for Cluster Managers and Start-ups  
Bio<sup>M</sup> Biotech Cluster Development GmbH  
December 15, 2020

## AGENDA

### Project Name:

Pitch Coaching Intensive: Bethodology for Cluster Managers and Start-ups

### Project Date/Location:

January 18, 20 + 21, 2021

Location: online

### Project Description:

Pitch Coaching Intensive "Bethodology" for 12 participants: 8 Cluster Managers, 2 each from Bio-M, and 2 each from Clusters from France, Poland and Belgium, as well as for 4 startups, one from each of the clusters. This intensive training will provide the Cluster Managers, with a "deep dive" to learn and experience the tools, techniques and knowledge to prepare Pitch Decks with their clients to be better prepared to present to VCs, partners and clients. It will also provide the startups with clear, focused feedback on what works well, what needs to improve and what won't work.

*Please Note: Each Cluster, will please let the startups know that this training will be provided at no charge, and in exchange, each startup will need to agree to be the "practice" startup for the Cluster Manager's feedback, and prepare a 10 to 15 slide pitch deck, following the **Pitch Guidelines** provided by Beth Susanne before the event.*

The "**Bethodology**" covered in this Pitch Intensive, will help ensure that each Cluster Manager practices the tools and techniques that Beth Susanne has used to help raise an aggregate of over 10B euros in funding from public and private funds, (7.8 billion in public funding) for over 3000 teams over the last 9 years. Beth Susanne was the Pitch Coach for the team that was awarded 450M€ in public funds and raised the 1.6 Billion euros in matching funds for EIT Health (European Institute of Technology). She has coached 250 bio-tech, medtech and digital healthtech startups across 20 countries in Europe.

Beth Susanne will also provide her **Online Pitch Playbook**, which covers the Dos + Don'ts of how to pitch online, and review of possible Q+A's.

All participants receive the tools listed below before the session to be ready to pitch with a deck they have created, for 5 minutes at the Intensive Pitch Coaching Bethodology sessions:

- **Pitch Guidelines**

- New Online Pitch Playbook

#### Day 1 : January 18, 2021 Half day

Time	Program
09:30-12:00	<ol style="list-style-type: none"> <li>1. Each participant (Cluster Managers and Start-up founders) gives a 1 minute Pitch (no slides) with feedback from Beth.</li> <li>2. Beth Susanne presentation: Getting to Yes: Secrets To A Winning Pitch.</li> <li>3. Bethodology: What to look for and how to evaluate and give feedback to Start-ups</li> </ol>

#### Day 2: January 20, 2021 Half day

9:00-13:00	<p>Each Start-up presents a 5 minute pitch, with feedback from Beth. All participants are required to take notes following the Bethodology shared in the morning. After Beth gives her feedback, the Cluster Managers give their comments on what techniques and insights Beth offered. Beth will also give them feedback about what was missed, what could be better and what went well. Lasts one-hour per Start-up.</p>
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#### Day 3: January 21, 2021 Half Day

Time	Program
08:30-10:30	<ol style="list-style-type: none"> <li>1. Four Cluster participants presents a 5 minute pitch and receives 15 minutes of feedback from Beth, and other participants</li> <li>2. Two of the startups present their revised pitch, with feedback from all</li> </ol>
10:45 – 12:45	<ol style="list-style-type: none"> <li>1. Remaining four Cluster Managers present their 5 minute pitch, with 15 minutes of feedback from Beth and other participants.</li> <li>2. Two remaining startups present their revised pitch, with feedback from all.</li> </ol>

#### DAY 1: (Half day)

Begins with each participant giving a one minute pitch, with direct feedback from Beth on how to make it more compelling, describe the problem you're solving and how your solution is better, and to fine-tune your market focus. This one minute pitch practice provides the group with a quick idea of what works, what doesn't and why, and provides Beth with an opportunity to quickly assess each individual's level of readiness to pitch powerfully.

Beth Susanne will present: "Getting to Yes: Secrets of a Winning Pitch"

In her presentation, Beth will cover the 6 Steps To Get Investors to Yes:

1. The 5 Ways to Grab Attention
2. The Investor's Mindset
3. Mental Preparation, Voice Tone and Body Language
4. The Cultural "No's" That Get in the Way
5. What To Say: The Key Points to Cover in Every Pitch and how to highlight them on the Pitch Deck.
6. What Not To Say: The Top Mistakes to Avoid

Each Cluster Manager will prepare a pitch deck for one of their current or past clients and will be prepared to present his/her 5 minute Pitch with slides, uninterrupted on the morning of January 21th.

### **DAY 2: (Half Day)**

All 4 startups give a 5 minute pitch with slides. 1 hour each x 4 founders = 4 hours

In this session, Beth begins the process of giving in-depth feedback, slide -by-slide, highlighting the appropriate script, and adapting the key messages and content, identifying what works well, what is missing, what needs to be improved and fine-tuning the pitch deck, script and delivery.

Founders will receive feedback on all 5 parts of their pitch, from Beth and co-coaching from the 8 other Cluster Managers, based on their observations and notes they have taken, following the Bethodology. Beth will give feedback on the co-coaching to the Cluster Managers.

### **DAY 3: (Half day)**

All 8 Cluster Managers present a 5 minute pitch and receive feedback from Beth, and other participants, with 15 minutes of discussion using the same process as on Day 2.

All 4 of the startups present their revised pitch, with feedback from all