

Pitch Instructions (EN)

As part of the application process, we ask that you submit a video recording of a pitch with a maximum duration of 5 minutes. The purpose of the pitch is to provide an overview of the company and to briefly highlight key elements of the application. The pitch and the more detailed answers in the application form are both part of the selection procedure.

Important points to consider:

- The pitch consists of two parts and **may not exceed 5 minutes in total**.
- The pitch must be organized and submitted by the lead applicant of the consortium, which is the SME.
- The pitch should preferably be presented in Dutch. If the lead applicant does not have sufficient command of the Dutch language, the presentation may be given in English.
- The video can be recorded simply using a phone, webcam, or any other method, as long as the image is clear and the audio is easy to follow.
- We advise to use supporting slides, prototypes, or other visual aids to support your pitch.
- Submit the video in **MP4 format (max 60 MB)** together with the application form no later than **November 20th 2026 at 17:00 CET**. The instructions to upload all the application documents will become available no later than October 1st 2026.

Pitch Content

The content of the pitch corresponds to questions from the application form. If more than one SME is involved in the consortium, they must be introduced in the second part of the pitch.

1. Introduction of the SME and the innovation (~2:30 min – max. 10 points per question)

- a. **Societal relevance:** What societal problem does this innovation address?
- b. **Target group:** For whom is this problem being solved? Who is the end-user and who is the target group?
- c. **Innovation:** What is the innovation? How will this innovation solve the societal problem?
- d. **Stage of innovation:** What is the current TRL-level of the innovation? Which hypothesis or proof of concept forms the basis of your innovation? Which studies have you conducted/published? Has intellectual property been applied for?
- e. **Competition:** What is your competition within the market? What sets your innovation apart from the competition?

2. Explanation of the grant application: project description and value (~2:30 min)

- a. **Project objective:** What is the aim of the project?
- b. **Approach:** What will you do, and how will you achieve this aim?
- c. **Technical challenge:** Which technical challenges does this project aim to address?
- d. **Relevance and value of collaboration:** Is it clearly explained why the collaboration with the public organization is relevant and what the concrete contributions are for both parties?
- e. **Value of the project:** How does this project contribute to the company's value inflection points? How does this project take you a step further?

3. Bonus points (max. 2 points)

- Does the pitch meet all the requirements and is it presented in a convincing, clear, and enthusiastic manner?