

HOW TO pitch your project

In the context of European collaborative projects funded under Horizon Europe (but not only), mastering pitching is a skill that can help applicants find the right partners corresponding to their ambitions and needs. This 'How to pitch' sheet lists some practical tips and tricks to keep in mind before meeting potential partners at brokerage events organized for Cluster 2 of Horizon Europe calls or other similar events.

STEP 1: structure your pitch

At a brokerage event, a pitch is a brief oral presentation (approx. 5 min) of an applicant's ideas for a project proposal possibly including:

- The topic(s) the applicant is interested in
- The objectives of their proposal for a project idea
- Their (organisation's) expertise in relation to the topic(s)
- An idea of the existing partnerships
- The requirements for additional partner(s)
- Involvement in previous/ongoing projects in the area

STEP 2: prepare your pitch

First steps before you start preparing a presentation to pitch:

- Familiarize yourself with the basic principles of the framework for Horizon Europe (for example, [Programme Guide](#)).
- Get basic information about the European Commission's [Funding & tender opportunities portal](#)
- Read the Award criteria [Annex D](#) of the Work Programme General Annexes.
- Choose the topic within open calls you want to participate in Cluster 2.
- Read the topic carefully and think about how you could contribute to the consortium to fulfil the expected outcomes.
- Think about what specific expertise you can offer as a potential partner.
- Ask your NCP to give you an example of a successful project in your (related) area, to have a benchmark.
- Realistically consider your available staff capacity that can be committed to a new project.

STEP 3: design your pitch

General recommendations for preparing a pitch presentation (design):

- Use your institution template
- Set the length appropriately - Timing is crucial!
- Do not overload your slides
- Provide weblinks to additional material:
 - Hyperlinks to Your website and social media networks
 - Hyperlinks to letters of recommendation from partners in similar projects or to a description of your experience and capacity.
- Seek recommendations from industry leaders or internationally recognized institutions
- Slides should be in English
- Do not include confidential information

STEP 4: ticks and tricks!

Practice your pitch in advance:

- Read the topic carefully and think about how you could contribute to the consortium to fulfil the expected outcomes
- Make a list of things you want to say
- Check the consistency of the information you will present as you may be challenged on gaps / inconsistencies
- Practice your presentation as much as possible to fit the timing
- Prepare in such a way that you will speak naturally during the pitch; avoid reading or assisted reading from the PowerPoint slides.
- It is useful to record your presentation and listen to it to discover parts that could be improved. Use easy words and easy sentences. Every word counts!
- Pitch the presentation in front of externals who are not familiar with your part of the project and ask them for feedback
- Prepare and test the technique (functional monitor, microphone, presentation sharing...)

Now it's time to pitch!