

# Inform, inspire, connect

FIVE practical tips to pitch your company

**TECH ROCKETSHIP  
AWARDS**

2022-23

  
**GREAT**   
BRITAIN & NORTHERN IRELAND



# Begin with an introduction of your company



# 01

‘A tailored story, case study, key figures and some humour is your recipe to success’

Tariq Valente, Surfy

Tech Rocketship  
winner for Connected  
Consumers &  
Creativity 2020-21

**The live pitch should not exceed 3 minutes, where we encourage you to promote and communicate your proposition effectively to the expert panel of judges.**

- Be sure that you tell a story that is memorable and has impact.
- If you wish to use a slide deck, keep it short (5 slides) and highlight only the most important facts.

**You will be asked a few questions by the judging panel after the pitch.**

Give an overview of your company and its background.

- Why did you start the company?
- What is the big vision/north star?
- Where are you in the business cycle?
- More detail on the team including board and advisory.

Always give timelines – how long researching/working in the sector and how long the business has been established

# Explain the problem you are addressing





## 02

‘Show commitment to the community whose problem is solved, to your solution and to the industry you are in’

Eva Lajko, Alsad Medical

Tech Rocketship winner for Tech for Health and Wellbeing 2020-21

What is the narrative? Show that you have a thorough understanding of the problem your solution addresses (ideally with analysis backed by evidence).

**Successful solutions will have a compelling problem case. In more detail, clearly present and answer what is the problem you are addressing:**

- State the market deficit/problem.
- What is the analysis behind the problem?
- Why do you think there is an opportunity for your solution? State examples of adoption drivers (e.g. key opinion leaders, signed development agreements with sizeable market players or end customer).
- What is the cost for relevant entities running with that problem? (If applicable).

Showing the cost of the problem indicates what the market will pay for the solution. Referencing the overall size of the sector will demonstrate scalability

# Move on to the solution you are developing



# 03

‘Be enthusiastic – your solution is amazing. You might work with it every day, but the judges don’t’

Max Howells, Kando

Tech Rocketship  
winner for AI & Data  
Revolution 2020-21

**Keep it clear and concise. Focus on how your solution is new/ different.**

- **Product/ service.** How and what does your solution do?
- **Market analysis.** Who is your competition? What is the nature/size of your customer base/market? Could there be demand for your product in some other problem area / sub-sector with perhaps less competition?
- **Evidence.** Do you have any evidence? What research has been done in the field? List key opinion leaders (with permission), and where possible collaborative agreements with in-market providers/ customers of that solution, collaborative thirdparty co-development partners, etc.
- **Cost.** What is the cost of your solution? What is your price model? How does it differ from your competitors in the target market?
- **Benefits.** What is your unique selling point? What is the potential saving?

Calculating increased ROI indicates a clear sales path and USP

Be clear about your Total Addressable market – where your product/service sits in the overall market and you can sell into



# Present the value



# 04

‘The Awards were a great opportunity for us to meet new investors and participate in relevant events in the UK’

Robert Heinecke,  
Breeze Technologies

Tech Rocketship Gold  
Winner 2020-21

**Is your solution new to world technology, or do you have competitors in the UK? In that case, how does your technology compare? Faster, cheaper, better quality, more complex, better value etc? How are you positioned to scale in the target market?**

- **Your solution.** How can your product/ service scale in this market? What resources, partnerships, etc. is needed?
- **The team.** Why does your team have an edge for solving this problem and building your company?
- **Business plan and revenue model.** How does your business plan reflect customer acquisition year on year?
- **Run rate.** Do you have a clear presentation of how long your run rate is, and when and from whom you would need more investment from?

When pitching to investors include:

- \* Who are the investors that your target?
- \* Prepare an investment return argument including exit strategy
- \* Investment ask coupled to financials, a cash flow runway and use of funds; And some stab at evaluation and its basis of defence

# End with your plans for growth





‘Thanks to the Awards, we got a much stronger understanding of the UK market’

Imre-Gustav  
Vellamaa, R8 Tech

Rocketship Bronze  
Winner 2020-21

**Present how your company has the ability to scale and how you are ready to scale-up internationally.**

- What are your plans for growth?
- What are the main challenges or impediments to develop your business internationally?
- How is your solution bringing empowerment or being an enabler to the UK market?
- What would you like to get out of winning the Tech Rocketship Awards Europe?
- What support are you looking for from DIT?

Remember the 4 great ‘T’s:

**TECHNOLOGY** - novel, disruptive, secure IP

**TEAM** - credibly capable of delivering

**TRACTION** - identifiable market adoption drivers

**THINKING** - well thought-through strategy



### **Department for International Trade**

The UK's Department for International Trade (DIT) has overall responsibility for promoting UK trade across the world and attracting foreign investment to our economy. We are a specialised government department with responsibility for negotiating international trade policy, supporting business, as well as delivering an outward looking trade diplomacy strategy.

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