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Authors (Partner)	Nextmove			
Responsible Author	Name	Giulia Maifrini	E-mail	giulia.maifrini@nextmove.fr
	Partner	NextMove	Phone	+33 6 17 94 14 63
Contributors	All Partners			
Reviewers	All Partners			

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Abstract

In the framework of WP4 dedicated to Leveraging collaboration activities for clusters, members and scaling-up support organizations the REMOBILISE partners will propose various C2C and B2B matchmaking collaboration activities, to support our members in their development, notably in the identification of the rights partners and/or potential customers and establish concrete business relations and joint projects on the international level.

In order to support even prior to these matchmaking activities, the REMOBILISE consortium prepared a short concept note summarizing the “tips” to develop a successful pitch presentation, as well as presenting the various methodologies that could be used according to the context and the audience.

This concept note will be shared with the participants to our matchmaking events, as well as on our REMOBILISE website, so that all organisations with a potential interest will have the opportunity to use it.

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An **elevator pitch** should be made within the time it takes to ride in an elevator with another person. Picture yourself in an elevator with a potential employer, investor or any other type of professional. This is the idea behind a short elevator pitch: being able to **successfully convey information on your organization, project, or solution in the time span of an elevator ride.**

You wonder how you should do it ? You're in the right place.

The preparation stage

1. **Become an expert on the products and services you sell:** Consider what is unique about your product and what sets your business apart from the competition
2. **Know your audience:** The better you know your target audience, the more confident you'll be when giving your pitch and answering follow-up questions.

Tip: customize your elevator pitches depending on the audience you're talking to!

3. **Identify your goal:** The purpose of an elevator pitch is to convince the listener to take some action. Aiming for getting an appointment ? A referral ? A recommendation ? A quote ?
4. **Practice :** Like with everything else, practice makes perfect. Remember, **how** you communicate is just as important as **what** you say.

Tip: Practice your body language !

The structure

When you go grocery shopping, a list will help you not forget anything, isn't it ? Here is the shopping list for your pitch:

- ✓ A **catchy phrase** or an engaging **question**
- ✓ A presentation of the current **challenges** in the sector you work for
- ✓ An **introduction on the solution** (project or product) and **uses cases** (if applicable)
- ✓ **What are the benefits** for the users
- ✓ **Human Resources** (to show the skills and knowledge behind)
- ✓ **References**
- ✓ If you're addressing an investor: your **go-to-market strategy**

Examples of pitching methods

1. **The attention-grabbing question:** Effective because it catches your audience's attention since the very beginning of the speech and reminds you of a frequent challenge or existing problem
2. **The credibility boost:** It demonstrates the speaker authority and usually uses a metaphor to highlight your point (*"hundreds of users confirm that.."*)
3. **The surprise ending:** It has an astonishing effect at the end of the presentation with a "surprise" sentence underlining the value of your solution/project
4. **An outlandish stat:** It grabs the attention right at the beginning of the pitch, by presenting numbers or statistics, and aims to make realize the concrete and measurable benefits of the solution/project
5. **The emotional appeal:** that will touch emotional sphere
6. **A customer story:** It uses a customer example to give the product credibility, by showing a compelling "before and after" and underlining the value of the product
7. **The reality check:** It sparks the frustration of the interlocutor by underlining an every-day issue and at the same time it helps understanding exactly how the product works with a simple example
8. **The joke:** It can engage the audience and provide instant reliability with the use of a "break the glass" joke. However be careful: the joke should stick to a reality of the industry or sector, and shouldn't trespass any risky boundary

Sources

[Crafting an Elevator Pitch - Communications Skills From MindTools.com](#)

[12 Elevator Pitch Examples to Inspire Your Own \[with Templates\] \(hubspot.com\)](#)

[Tips to Create a Perfect Elevator Pitch - businessnewsdaily.com](#)

[Elevator Pitch Examples | Northeastern University](#)

[Elevator Pitch Definition \(investopedia.com\)](#)

"If opportunity doesn't knock, build a door."

-Milton Berle-

Remobilise Partners



NextMove (France): Since 2006 NextMove brings together and supports mobility players in the Normandy and Paris area regions: manufacturers or service companies, SMEs, start-ups, public institutions, territories, research and training players. With more than 600 members, NextMove is one of the largest French communities in product and service innovation in the field of mobility. Their objective: foster the funding of R&I projects and collaborative business for their members and build the “Mobility Valley”, a European and International reference of innovative and responsible mobility for the future.



Cluster Mobility and Logistics (Germany): In the age of electromobility and IT logistics, the cluster works with their partners and members to find intelligent answers to upcoming social and technological challenges. Through broad networking, mediation of project partners, contacts to international networks and the initiation and promotion of research projects, they sustainably shape the innovation fields of mobility and logistics. The Cluster Mobility & Logistics based in the TechBase Regensburg is managed by R-Tech GmbH, a subsidiary of the city of Regensburg.



Zone Cluster (Hungary): Created in 2018, Zone Cluster is a recent cluster which aims to become a significant European professional base for the future mobility solutions and infrastructures development. The activity of the cluster is focused on Hungary, but with involving regional (Hungary, Austria, Croatia, Slovenia) countries and European Union countries as well. It has encountered a major success being part of the EIT Urban Mobility.



RAI Automotive Industry NL (Netherlands): Created in 2011, since 2020 part of the RAI Association. Cluster organisation RAI Automotive Industry NL is the leading authority in Dutch automotive manufacturing and supply chain industry, focusing on global automotive and mobility solutions by joining forces with industry members and stakeholders and acting as a catalyst in the fields of innovation and education.



Mobinov (Portugal): Created in 2016, Mobinov is an automotive cluster aiming to foster the growth of the national automotive sector through mobilizing initiatives and projects that enhance competitiveness, innovation, and increased added value for its members. It has 69 members, including 32 SMEs.