

CHECKLIST PITCH EVENT

A pitch competition is a great way to find great projects to invest in. You can join events organised by third parties, or organise it yourself. The great advantage of organising a pitch event yourself is you will have a lot more exposure.

THIS CHECKLIST WILL HELP YOU TO ORGANISE A PITCH EVENT IN A STRUCTURED WAY.

-  Choose a contest name
-  Describe your goal for the event.
-  Set a maximum on the number of pitches you want to see. Six to eight pitches is more than enough for one event
-  Is there an entrance fee applicable for the pitch event?
-  Define the price the start-up can win. Only the winner of the contest gets a price (investment) or is every startup eligible for investment?
-  Describe the type of start-ups eligible for the contest:
 -  Industry
 -  Growth phase
 -  Traction
 -  Technology etc.
-  Just for you or also for other investors?
-  Organise pre-screening to select the contestants
-  Type of investors for the panel?
-  Set up and invite judge panel
-  Put a scoring system in place
-  Set up the rules. For example:
 -  Send a copy of the pitch deck [DATE] at the latest
 -  5 minutes pitching and 5 minutes questions
 -  Date and time of the event
 -  Reverse engineer the dates for marketing, invite investors, open subscription for start-ups, sending links, etc
 -  Where will the event take place? Online? Live?
 -  If live, which venue?
 -  Arrange drinks, food, chairs etc.
 -  If online, share URL
 -  Create a marketing campaign
 -  Which social media channels will you use?
 -  Schedule posts in advance
 -  Create your content in advance
 -  Maybe even add a signup page for startups to register.
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