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HNN 3.0 Pitching guidelines for Widening countries

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Guidelines for Pitch Sessions

Target:
Cluster Health stakeholders
from Widening Countries

Objective:
Increase visibility and
highlight the expertise

HNN 3.0 - Supporting Tools

Supporting Tools for Widening Countries

Guidelines for Pitch Sessions for institutions from Widening Countries



The 'Pitching Guidelines' document contains tips for institutions from widening countries. The aim of this document is to help applicants prepare suitable materials that will have greater impact when they introduce themselves at brokerage events organised for Horizon Europe calls or other events of this type, which are mostly organised on-line.

[Download Guidelines](#)

<https://www.healthncp.net/hnn-30-supporting-tools>

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First steps

- **Choose the topic(s) carefully** within open calls you want to participate in
- 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
- **Realistically consider your capacity** that can be committed to a new project
- **Ask your NCP;** possibly to provide you with an example on a successful project in your (related) area - CORDIS

Understand your unique value

Clearly articulate what makes your institution stand out. Emphasize unique expertise, resources, or capabilities that are directly relevant to the goals of the science project.

Demonstrate a deep understanding of the goals defined in the topic and present how your institution's expertise directly contributes to achieving those goals. Emphasize the alignment to make your institution a valuable partner.

Clearly define roles and contributions

Clearly articulate the specific roles your institution will play within the project. Indicate how you will contribute and in what ways.



Highlight the results and achievements to date

Indicate past achievements, results and relevant experiences that demonstrate your institution's ability to successfully contribute to similar projects. Provide evidence of your institution's track record in relevant scientific areas.



Emphasise collaboration and interdisciplinarity

Highlight your institution's ability and willingness to collaborate with other consortium members. Highlight any previous collaborative projects, interdisciplinary approaches or successful partnerships that demonstrate your commitment to teamwork.

Still important

- Make a **list of (call related) things you want to say to establish connection** with potential consortia partner
- **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
- **Practice the presentation in front of externals** who are not familiar with your part of the project and ask them for feedback.



Communicate effectively

Practice clear and concise communication. Avoid jargon that may not be familiar to all consortium members and ensure that your message is easy to understand. Adapt your communication style to resonate with a diverse audience.

Respond to questions

Anticipate potential questions and be prepared to respond confidently. Be open to inquiries about your institution's capacity, potential problems, and approach to collaboration. Demonstrate flexibility and a willingness to adapt.

Demonstrate enthusiasm and passion

Demonstrate genuine enthusiasm and passion for the research project. Show your enthusiasm for the opportunity as it can be contagious and make your institution more attractive to consortium members.

Concluding remark

Remember, the pitch session is not only about showcasing your institution's expertise but also about building future relationships with your potential partners - consortium members. Approach the pitch with a collaborative mindset and emphasize how your institution can be a valuable partner in advancing the scientific project's objectives.





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Thank you for your attention
Good luck

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