



Health NCP Net Guidelines for Pitch Sessions version 2.0

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Introduction and background

The document “*Guidelines for Pitch Sessions*” provides targeted guidance for institutions in widening countries. It offers a structured set of recommendations, supported by explanations and rationale, on how to approach short presentations at brokerage events. The guidance addresses both essential prerequisites—such as understanding the Horizon Europe framework and identifying one’s potential contribution—and, in particular, the effective preparation of the presentation itself. The document builds on and refers to the earlier “*Guidelines for Pitch Sessions: Basic Level*” (November 2022). This document helps applicants prepare concise and impactful materials for presenting themselves at brokerage events linked to Horizon Europe and similar (mostly online) formats.

The Pitching Guidelines document is provided for information only and reflects solely the view of the authors. This guide has been written as part of the HNN 3.0 project, a Coordination and Support Action funded by the European Commission, with the goal to improve and support the professionalisation of the services rendered by Cluster 1 – Health NCPs across Europe, helping for a simpler access to different health-related Horizon Europe calls, lowering the entry barriers for newcomers and raising the average quality of the submitted proposals. Particular attention is given to widening countries, focusing on identifying knowledge gaps, engaging underrepresented sectors, and increasing the visibility of health stakeholders.

Before you Pitch – first steps

Carefully select the topic(s) within the **WP Health calls for proposals** that you wish to participate in

Read the topic carefully and think about **how you could contribute to the consortium** to fulfil the expected outcomes, **what is the solution/idea you bring**

Think about **what specific expertise you can offer** as a potential partner

Realistically assess the capacity that can be committed to a new project

What role will you play in the future project, will you be a **partner** or **coordinator**?

Use a **relevant template** for your presentation

For more information on the **initial steps to take before preparing a pitch presentation**, please refer to the HNN 3.0 [Guidelines for Pitch Sessions basic level](#). The HNN 3.0 presentation [From Idea to Winning Proposal](#) provides you information on **preparing project proposals**.



What a pitch presentation should include

Elements of the Pitch presentation



A core set of information is always included in the pitch presentation, with additional details tailored to the specific context or event where the pitch is delivered.



The following list of elements is a common basis for a pitch presentation that should be sufficient for a pitch in a Horizon Europe Cluster 1 environment.

Important elements of the Pitch presentation

Cover Slide with Event and Institution/Company details.

Which part of HE/destination/call/topic you are interested in. Which part of topic you seek to address.

Specify your role in the future proposal/project. Coordinator or Beneficiary, Partner, End-user etc.

What is the expertise (research/technology/skills) you bring to the proposal/project + complementary skills that are beneficial.

What is the solution/idea you are bringing. Show preliminary data, prototypes, published papers etc.

Explain the long-term impact of the solution/idea.

Important partners or alliance you have, such as Hospitals, Universities, Companies, public administration authorities or any other.

What is your experience in EU funded projects/ national funded projects or other.

The team, key players within your organisation. Unique value of your team.

Key messages.

How to make your pitch deck standout

- ✓ **Show your value** -what makes your team stand out
- ✓ **Demonstrate your competence** – show that you understand the objectives of the topic
- ✓ **Highlight novelty, feasibility, and fit with the given topic**
- ✓ **Work on trust** –build on what you have highlight your relevant results – involvement in previous/ongoing projects highlight relevant partners/alliances you have
- ✓ **The requirements for additional partners if needed**

- ✓ **Avoid boring**

Do not make your pitch deck text heavy

Make the pitch deck clear and simple

Try to catch the attention of the audience:

Communicate effectively

Demonstrate enthusiasm

Do not use video, animation, etc. it may be incompatible with the IT system used.

Preparation Is Key to a Successful Pitch

BE PREPARED

Make a **list of (call related) things you want to say to establish connection** with potential consortia partner

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

TIMING IS CRUCIAL – you have 5 minutes max.

Practice your presentation as much as possible to fit the timing

PREPARE FOR THE UNEXPECTED

Test audio, camera, and timing

LEAVE A GOOD IMPRESSION

Be sure to conclude your presentation with engaging and interesting closing remarks that will leave a good impression on your audience.