G20 INNOVATION LEAGUE
(9-10th OCTOBER 2021 – SORRENTO)

Thematic Pitch Sessions
Clarifications regarding the participation of startups
VCs and corporates

Agenda:

11:45am-1:00pm	**THEMATIC PITCH SESSION (part 1)**
11:45am-12:00am	Vertical overview and coordination (each session will be moderated by the related keynote speaker).
12:00am-1:00pm	Pitch session (first batch): 10 of the 20 startups selected for each challenge will pitch their business to the audience of peers, investors, and corporates - 5 minutes for each startup + 1 minute for change.
1:00pm-2:00pm	**NETWORKING LUNCH** (in each of the pitch session venues)
2:00am-3:15pm	**THEMATIC PITCH SESSION (part 2)**
2:00pm-3:00pm	Pitch session (second batch): the remaining 10 startups of the 20 ones selected for each challenge will pitch their business to the audience of peers, investors, and corporates - 5 minutes for each startup (+ 1 minute for change)
3:00pm-3:15pm	Final Pitch voting

Logistics highlights

- Startups are invited to send any pitching material they intend to use in advance (by October 1st) via email to g20innovationleague@ice.it to avoid any technical issue during the event.

- There is no required format for the pitch presentation, however we recommend few slides featuring how the startup intends to "solve" the thematic challenge that they are pitching for, the core business/product/service, the team and any other relevant information they intend to share, given the voting criteria below.
- The screen resolution is 1920x1080 full HD 16:9; the screen dimension depends on the venue of the vertical session. In 4 venues will be 1,85x 3,30mt and 1 venue is 3x8 mt.
- Each startup will pitch for 5 minutes.
- The 10 selected startups will later have 1-2 min to introduce themselves to the plenary audience.
- VCs are invited to pick a thematic session prior to the event. They will vote for each of the (ca.) 20 startups through a dedicated web-based application.
- More VC managers from the same VC fund are welcome to follow different thematic sessions and vote, we kindly ask to register in advance.
- Corporates are welcome to vote. We kindly ask them to follow the same mechanism.

Voting mechanism

- All the venture capitalists and corporates that registered their attendance on the event platform will receive an email with access information prior to the event. This includes a code that will be required to log in. We recommend to log in the web-based application prior to the pitching session.
- We kindly ask to register on the platform any additional managers from VCs and Corporates that would like to participate. Please refer to g20innovationleague@ice.it for any inquiries about this.
- We ask all voters to pick a thematic session prior to the event via the web application.
- During the event, the voting session will be open between 11.45am and 3.15pm (CET Rome). Voters can vote during the startup pitches or during the dedicated slot at 3pm (CET).
- It will be possible to vote remotely.
- For each startup, voters will give a score from 1 to 5 for each of the following selection criteria.
- The results will be based on the average score given the number of voters per thematic session.

Voting criteria

1. **Challenge fit:** does the core business, products or services of the startup address the related event challenge and has it a potential and relevant impact?
   - 5: Total focus on the challenge, more than 50% of the team with strong technical and business expertise
   - 3: Activities with relevant focus on the related challenge, less than 50% of the team with relevant technical expertise
   - 1: Activities in a secondary area of the challenge, lack of specific expertise

2. **Offering:** does the startup have a mature and tested product and/or service offering, ideally with international patent(s) with strong elements of uniqueness?
   - 5: Products and services with extensive market validation, more than 10 large customers active for at least 2 years, several international patents – or equivalent market validation
   - 3: MVPs and products validated with large companies and revenues from at least 2 large companies in the last 2 years, at least one international patent – or equivalent market validation
   - 1: MVPs only with limited market testing, no contracts with large companies, no international patents, easily replicable core business
3. **International reach:** is the product/service scalable and applicable on other markets? Is the startup ready to reach new markets beyond the current ones?
   - 5: Presence in at least 3 foreign markets with scalable business models and effective go-to-market strategy, more than 40% of revenues coming from non-domestic market
   - 3: Presence in at least one foreign market with at least 20% of revenues coming from abroad
   - 1: Presence only in the country of origin and low applicability to other countries
4. **Team:** does the team have strong experience in startups/innovation management and/or relevant technical expertise?
   - 5: All team members with strong startup experience and/or technical expertise
   - 3: At least the founders of the team have previous experience in startups and/or technical skills in the relevant area
   - 1: No team members with previous experience in startups or technical expertise in the relevant area