

## CALL for Start-ups

### 3<sup>rd</sup> “Investors´ Dinner goes Europe”

*Meet European investors at an exclusive dinner  
with a preparatory Pitch-Coaching*



**Sept 29-30<sup>th</sup> 2014**  
**London, UK**

Dear ICT-start-ups,

on behalf of EIT ICT Labs and Imperial College we would like to invite 15 top European EIT ICT Labs start-ups to meet 30 European investors at the third edition of the “Investors´ Dinner goes Europe”.

There are certain requirements involved:

- a.) Applying start-ups should show first market traction, have an European focus, investment need (Seed-/ early stage up to 1 Mio. Euro)
- b.) Start-ups are nominated by the local EIT ICT Labs Nodes (max. 2 start-ups per Node; only one person per Start-up can participate) and selected by an European selection committee
- c.) Successful participation at the preparatory Pitch-Coaching on the 29<sup>th</sup> and 30<sup>th</sup> of September in London

**Benefits:**

1. Pitching: Start-ups will pitch and speed-date at an exclusive dinner with international Angel Investors and VCs.
2. Training: Start-ups will be well-prepared by attending a 2-day high class international Silicon Valley Pitch- Coaching .
3. Cross-Businessing: Start-ups will get to know other EIT ICT Labs start-ups.

For full Program details – read on.

**Application deadline: August 15<sup>th</sup>, 2014**

Please submit the attached one-pager via your local EIT ICT Labs Business Development Manager.

The Pitch Coaching and Investors Dinner is free of charge. Travel costs might be covered by your local EIT ICT Labs Business Developer, please get in contact accordingly.

We look forward to meeting you in London!

**Contact:**

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EIT ICT Labs [www.eitictlabs.eu/about-us/](http://www.eitictlabs.eu/about-us/)  
Imperial College <http://www3.imperial.ac.uk/>  
TU Berlin <http://www.entrepreneurship.tu-berlin.de/>  
Startupbootcamp <http://www.startupbootcamp.org/>  
Media.net <http://www.medianet-bb.de/EN/Profil/>

# Investors Dinner goes Europe and Silicon Valley Pitch Coaching

@ London / Sept 29<sup>th</sup> - 30<sup>th</sup>, 2014

## Silicon Valley Pitch Coaching (start-ups only)

**Participants:** 15 European start-ups (EIT ICT Labs Network)

**Location:** EIT ICT Labs' Co-Location Center London, Centre House, 1st floor, Block C, 56 Wood Lane, London W12 7SB; UK

**Date:** Sept 29<sup>th</sup> - 30<sup>th</sup>, 2014

**Requirements:** Applying start-ups should show first market traction, European focus, investment need (seed/early stage up to 1 Mio. Euro)

**Content of Silicon Valley Pitch Coaching:** Learn How To Present the "Perfect Pitch"

- Present a dynamite 1-minute and 5-minute pitch
- Learn the 5 things NOT to say
- Receive personalized coaching on your pitch and coach other participants on theirs: key message, voice-tone, body language, differentiators, competition, business model and more
- Develop your Value Proposition/Elevator Speech

*Pitch Coaching 2013:* <http://www.eitictlabs.eu/news-events/news/article/valuable-pitch-training-for-18-european-startups-in-berlin/#allView>

### Agenda:

Time	Sept 29 <sup>th</sup>	Sept 30 <sup>th</sup>
MORNING 9:00 -12:00	<ul style="list-style-type: none"> <li>• Each entrepreneur/participant presents 1-minute pitch with feedback from Beth &amp; participants</li> <li>• Presentation by Beth Susanne on Silicon Valley Pitch Coaching Tips</li> <li>• LUNCH</li> </ul>	<ul style="list-style-type: none"> <li>• Incorporate feedback from Day One</li> <li>• 2.Breakout groups of 3 companies each: Co-coach each other</li> <li>• 3. Incorporate feedback into pitches.</li> <li>• LUNCH</li> </ul>
AFTERNOON 1:00-5:00	<ul style="list-style-type: none"> <li>• 5-minute pitches with slides (also, if time allows, with feedback by Beth Susanne and other team members)</li> <li>• External input from Business Angel (Term Sheets ..; 60 min. with discussion, tba)</li> </ul>	<ul style="list-style-type: none"> <li>• 5-minute pitches presented again, with slides/feedback from group</li> <li>• 1-Minute pitches presented again with feedback</li> <li>• Selection of TOP 3 start-ups</li> <li>• 14:00: Depart to Angelsbootcamp *) @ SBC: 5 min. Pitch of TOP3 / Feedback from Angels</li> </ul>
EVENING 6:00 – 11:00	Dinner (start-ups only) @tba	INVESTORS DINNER GOES EUROPE @Kettner's

\*) Angelsbootcamp: In cooperation with Angelsbootcamp we run a 2-day Workshop with 20-25 European Angel Investors at the same time in London. You can learn from their feedback and meet them all at the Investors Dinner goes Europe: [www.angelsbootcamp.org](http://www.angelsbootcamp.org)

## Investors Dinner goes Europe (Start-ups & Investors only)

**Participants:** 15 European ICT start-ups, 30 European Angel Investors and VCs

**Location:** Kettner's, 29 Romilly St, London W1D 5HP

**Date:** Tuesday, 30th September 2014,

**Registration and Drinks reception:** 17:45

**Invitation requirements:** Angel Investor Participants in the preparatory Angelsbootcamp 29th -30th September in London. VCs by personal invitation only.

Start-up Participants in the preparatory Silicon Valley Pitch Coaching 29th -30th September in London.

**Format:** In cooperation with the German node of EIT-ICT Labs / TU Berlin, media.net created the hugely successful forerunner to this event, an international investment matchmaking dinner in Berlin called "Investors' Dinner goes Europe".

At this highly exclusive event European Angel Investors and Venture Capital firms meet with innovative and promising SEED/EARLY-stage start-ups from the ICT sector. The "Investors Dinner goes Europe" moves to London with the support and co-operation of the UK node of EIT ICT Labs, Imperial College, London.

At the exclusive Soho fine dining establishment of Kettner's, located in Soho, Start-ups will be seated together with carefully selected Investors and will have the opportunity to pitch their idea and business plan. This is a unique opportunity to have meaningful conversations with up to 30 European investors (Angel Investors from Angelsbootcamp and international VCs such as Earlybird, Index, Balderton and Wellington). Each Start-up will have the opportunity to talk to the Investor guests during the course of the dinner.

Investors and strictly one representative per Start-up Company will be invited.

[http://www.medianet-bb.de/DE/id364aid383o0\\_rueckschau.html](http://www.medianet-bb.de/DE/id364aid383o0_rueckschau.html)

### Agenda:

17.45 Registration

18:00 Champagne reception

18.30 Introduction to Investors

18.45 Dinner

21.15 Individual conversations and further opportunity for networking

Moderator: Oliver Beste (serial entrepreneur)

### Partners:

EIT ICT Labs [www.eitictlabs.eu/about-us/](http://www.eitictlabs.eu/about-us/)

Imperial College <http://www3.imperial.ac.uk/>

TU Berlin <http://www.entrepreneurship.tu-berlin.de/>

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Creatives Loop <http://www.creativesloop.com/index.php/en/>