

# PITCH Competitors Info



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The PR, traffic and exposure that our startup got from PITCH has been a huge boost to us and permanently put us on the map

Connectera, previous PITCH winners



# About PITCH

PITCH is the startup competition at Web Summit that brings together the world's leading early-stage startups for a live, on-stage pitching battle.

It's open to any pre-vetted ALPHA or BETA startup attending Web Summit that has received under €3 million in funding to date and has not had a discernible change in business model in the previous three years.

The top 200 startups that apply will be chosen to present in front of our distinguished judging panels and thousands of attendees. Following the group stages, 33 startups will advance to the semi-finals.

Just three startups will make it to the final on Centre Stage where they will fight it out for a chance to be crowned winner of PITCH at Web Summit 2017.



# Key dates

## **Friday, October 13**

PITCH applications close.

## **Friday, October 20**

Successful applicants are emailed directly and the shortlist is available to view on the [PITCH webpage](#).

## **Tuesday, October 24**

Deadline for selected PITCH companies to confirm their participation.

## **Friday, October 27**

Deadline for confirmed PITCH companies to submit their presentations.

## **Tuesday, October 31**

PITCH companies are sent their scheduled pitching time.

## **Tuesday and Wednesday, November 7 & 8**

200 startup companies compete on one of the three pitching stages in the group stages of the competition. Pitching starts at 9.15am on both days.

## **Wednesday, November 8**

33 companies compete in the semi-finals on the pitching stages.

## **Thursday, November 9**

Three companies compete in the PITCH Final on Web Summit Centre Stage.

# Competition format

## Group stages

200 startups pitch during the group stages across three PITCH Stages over the course of November 7 and 8. Startups have four minutes to pitch their company, followed by a three-minute Q&A with our judging panel. Startups are divided into groups of six, and one winner from each group will progress to the next round. Each group of startups is overseen by a panel of four judges. Judges rotate with each new group of startups on stage.

## Semi-finals

33 companies compete on the PITCH Stages in the semi-finals on the afternoon of November 8. As with the group stages, startups pitch for four minutes before a three-minute Q&A with our panel of judges. Three winners from the semi-final will progress to the final.

## Final

Three companies compete in the PITCH final on the Web Summit Centre Stage on November 9. The final will again see each of the three startups pitch for four-minutes followed by Q&A from the judges. One winner will be chosen and crowned winner of PITCH at Web Summit 2017.



# Your pitch

Presentations must be submitted to the Web Summit PITCH team by **Friday, October 27, 2017**. You will be sent a presentation submission form to do so. After this deadline, presentations cannot be altered or resubmitted. Startups must use the same slides at all stages of the competition.

- Presentations must be in Keynote or Powerpoint. No other formats will be accepted.
- All media including video and sound must be embedded within the presentation slides and in .mov format. No external programs – including your website or demonstrations – may be accessed during your pitch. All media is inserted at your own risk.
- **Please note** we use Mac for all our AV requirements. Make sure your presentation software is compatible with Mac and the latest version of Mac OS.
- Presentations should be in widescreen format (16:9). Presentations not in this format will be surrounded by black borders on screen.
- Each startup will be given four minutes to pitch followed by a three-minute Q&A with our judges. This time will be strictly enforced, but you will have a countdown clock on stage for your comfort.
- Slides must be controlled on stage by the presenter. You will be given a clicker to control your presentation.
- Please check with staff in at the PITCH Stage **at least 15 minutes** before your allocated time. You will be sent your scheduled pitching time on Tuesday, October 31.

# Tips

The Web Summit team have seen quite a few pitches, and we like to think we know what works on stage. We've put together our top five tips to help you prepare:

## **1. Try to not memorise your pitch word for word**

The best pitches we've seen are often those that are naturally engaging. Not only is this more believable for the audience and judges, it really shows off your knowledge. Don't be afraid to use humour!

Obviously, practice makes perfect, just allow yourself the flexibility to alter your pitch on the day.

## **2. Be prepared for questions**

The key part of any pitch is the Q&A. This is typically where the judges sort those with a good pitch from those who really have a great product or service. Don't get caught out: be prepared to answer questions on any aspect of your pitch including financials, customer numbers and any researched facts and figures. If there's something in your pitch that you are not comfortable with, leave it out.

## **3. Be original**

Pitches all tend to follow the same format. Yes, there are key points that all pitches need to touch on, but try to touch on these points in an original way. There is no magic formula for how a pitch should look or be delivered, so do whatever is most comfortable for you. You want to get across the vision, passion, and innovation of your company.

## **4. Keep your presentation slides to a minimum**

It can be difficult for the audience to follow or remember presentations that contain lots of slides and throw lots of information at them. Focus on keeping your slides simple and well laid out. Each of your slides should deal with a key message. Together, these key messages should tell the story of your product and company.

## **5. Say what you do, and do it early**

How often is the first the question of the Q&A: "so can you tell me what you actually do"? So many startups don't address what they actually do and the problem they are solving. Present a clear, easy-to-digest narrative of your business. Focus on how your startup is solving a problem, saving people time or money or making people happier. If the judges have to spend all of the Q&A time finding out what you do, you won't get a chance to really shine.

# FAQ

## Where can I find the PITCH shortlist?

The PITCH shortlist can be viewed on the PITCH webpage from October 20, 2017.

## How long is my pitch?

Each startup has seven minutes on stage: a four minute pitch, followed by three-minute Q&A with our judging panel.

## Can more than one person from my team pitch?

Yes, of course. We find however that pitches flow better when just one person is present and speaks on stage. Bear in mind that you only have four minutes to get your idea across.

## How big is the audience?

The PITCH Stage is open to all attendees and seats approximately 75 people, with standing room for many more. Our Web Summit Centre Stage will have capacity for 12,000+ people.

## When will I know what time I am pitching?

We will let you know your scheduled pitching time on Tuesday, October 31, provided that you have submitted your presentation slides. If you advance to the semi-finals, we'll let you know by email, phone or through the app at least one hour ahead of time.

## Where can I find the PITCH schedule

The PITCH group stages schedule will be available as part of the Web Summit schedule before the event. The startups that make the semi-final stage will be tweeted just before the competition kicks off.

## I am exhibiting on the same day as I am due to pitch, is this ok?

No problem. You'll only need to be away from your stand for around 30 minutes. If you're attending by yourself, ask a stand neighbour to keep watch or make a little note for your stand to let people know you're competing in PITCH.

## What is the stage set-up?

There will be three PITCH stages at Web Summit. Check out the Flickr accounts from each of our events. You'll find them linked as follows: Web Summit, Collision, MoneyConf, RISE, and SURGE. You can expect the same feel at Web Summit this year.

## How and when will I know if I am through to the next round?

If you make it through to the semi-finals, you'll hear from us by email, phone or through the app at least one hour before it takes place. If you make it through to the final after having competed in the semi-final, you will be contacted that evening.

## Is there a prize?

This year's PITCH winner will receive €50,000 from Mercedes-benz.

## Who are the judges?

Judges are compiled from our attending speakers, investors, media and business executives. Each panel is made up of four judges.

# FAQ

## What are the judging criteria?

Judges will be scoring pitches across five broad categories:

- Product/service offering
- Potential to disrupt
- Financials
- Team
- Quality of pitch

## What if I know a judge?

If a judge and competing startup know each other through investments made, received or another close business relationship, this must be declared to the Web Summit PITCH team before the competition begins.

## I'm concerned about the confidentiality of my idea...

We advise you to not include confidential material in your PITCH presentation. The Web Summit PITCH team will not be able to stop other competitors, audience members, or judges from sharing ideas and/or materials from your pitch. Sharing your idea or concept may be deemed a public disclosure, so if you are interested in filing a patent, you should consult with appropriate legal counsel before entering the competition.

*The Web Summit team may take photographs and/or video of any materials used or made available by those pitching or teams during the competition for public relations purposes. Any content presented by a competitor should be considered public knowledge.*



# Previous PITCH judges



Theresia Gouw  
*co-founder*  
Aspect Ventures



Steve Anderson  
*founder*  
Baseline Ventures



Chris Sacca  
*founder*  
Lowercase Capital



Hayley Barney  
*venture partner*  
First Round Capital



Tim Chang  
*managing director*  
Mayfield Fund



Anna Fang  
*partner & CEO*  
ZhenFund



Jenny Lee  
*managing partner*  
GGV



Matt Barrie  
*CEO*  
Freelancer



Josh Elman  
*partner*  
Greylock Partners



Chet Pipkin  
*founder*  
WeMo

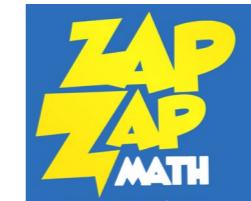


Benjamin Ling  
*partner*  
Khosla Ventures



Sonny Vu  
*co-founder & CEO*  
Misfit

# Previous PITCH winners



# Contact

[pitch@websummit.com](mailto:pitch@websummit.com)

