

Innovation Call 2026

Pitch template guidelines



Culture & Creativity

Co-funded by the
European Union



- It's recommended to use the company corporate template if available
- Be concise, deliver the key message with short sentences and bullet points
- Use graphics, pictures, diagrams
- Adjust font colours to brand colours
- Delete this and previous slide

Company Logo

Company Name

Project Title

COMPANY DESCRIPTION



MISSION

Describe company mission

OUR COMPANY

Summarise key information about the company. Mention the key relevant (and positive) info with a bullet list (remove the ones not relevant):

- year of establishment
- nr of employees,
- patents granted/filed
- relevant achievements (e.g. validation completed, FIH trails done, etc)
- prestigious awards and/or participation to important acceleration/incubation programs,
- investment raised (both grants and equity) so far

COMPANY DESCRIPTION



TEAM

Insert a picture of the 5 main team members and add name, surname, role and a short bio

PARTNERS

Add your partner's logos

BACKGROUND AND NEED



- Describe the pains you are trying to address
- Preferably use bullet list
- Try to be quantitative

THE INNOVATION



- Describe the proposed innovation
- Include an image of the product if available
- Describe its value proposition (positive impact) both in qualitative and quantitative terms
- Describe the users/customers willingness to pay

COMPETITIVE LANDSCAPE



UNIQUE SELLING POINT

Describe in a sentence the key differences from competitors

COMPETITIVE ADVANTAGE

Company/Product	Criterion 1	Criterion 2	Criterion 3	Criterion 4
YOUR PRODUCT				

MARKET OPPORTUNITY

MARKET ANALYSIS

- Shortly describe the market opportunity
- Include the market value (€xxB) and CAGR (xx%)
- Describe the TAM, SAM and SOM

VALUE CHAIN

Add a diagram describing your value chain, i.e., how you work with your partners and what they do

GO-TO-MARKET

COMMERCIALIZATION STRATEGY

- Describe the company revenue stream
- Describe how you have calculated your revenue streams
- Describe the plan to reach customers (i.e., initial target market, early adopters, countries, sales channels)
- Add your distribution partners (if any)

PRODUCT DEVELOPMENT ROADMAP

Add a diagram describing your product development roadmap year by year

FINANCIALS & FUNDING



	2026	2027	2028	2029	2030	2031
Sales						
Revenues						
Fixed Costs						
Net Income						
Employment						

ASSUMPTIONS

List the main assumptions behind your financial projections