Austrian Technology Day
Good Practice for Tech Pitches/Presentations:

- **Focus on tech.**
- **Get to the point quickly: No elaborate company introductions.**
- **Stick to the time limit.**
- **Media (Videos etc.): Test the functionality, e.g. audio, before going live.**

- **Technology/Product/Solution**

  a. What is your offer (what does the customer get)?

  b. How does it work (basic facts)?

  c. What are the advantages/innovative aspects?

  d. How about conventional products on the market (unique selling point)?

- **References and Pictures**

  a. Examples of your expertise (references in Austria, references in other countries)

  b. Add pictures of product/reference projects/…

- **Cooperation Partner/Buyer**

  a. What is your aim in the target country?

  b. What is your specific offer?

  c. What are the requirements for a potential customer/cooperation partner?

  d. Comments on task to be performed by the Partner

  e. What would you consider to be the next steps (e.g. site visit to reference projects, meeting with technical support/experts, 2nd presentation etc.)