GUIDELINES

for Pitch Sessions basic level

HNN 3.0
HEALTH-NCP-NET

#HorizonEU

HORIZON EUROPE

INTRODUCTION AND BACKGROUND

The 'Pitching Guidelines' document contains tips for institutions from widening countries. The aim of this document is to help applicants prepare suitable materials that will have greater impact when they introduce themselves at brokerage events organised for Horizon Europe calls or other events of this type, which are mostly organised on-line.

The Pitching Guidelines document is provided for information only and reflects solely the view of the authors. This guide has been written as part of the HNN 3.0 project, a Coordination and Support Action funded by the European Commission, with the goal to improve and support the professionalization of the services rendered by Cluster 1 – Health NCPs across Europe, helping for a simpler access to different health related Horizon Europe calls, lowering the entry barriers for newcomers and raising the average quality of the submitted proposals.[HS1] With regard to Widening Countries (WCs), the project includes activities for identifying knowledge gaps and needs of potentially new participants from under-represented sectors in WCs as well as increasing the visibility and highlighting the expertise of health sector stakeholders in WCs.
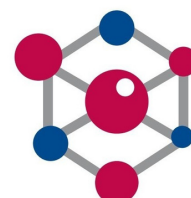
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PROCESS AND RECOMENDATIONS
First steps before you start preparing a presentation to pitch

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→ Familiarize yourself with the basic principles of the framework for Horizon Europe (for example Programme Guide).

→ Get basic information about the European Commission's Funding & tender opportunities portal.

→ Read the Award criteria Annex D of the Work Programme General Annexes.

→ As an example, you can see NCP recommendations for Coordination and Support Actions in the document 'Proposal pre-screening guide NCP_WIDERA.NET' (pg. 16-32).

→ Choose the topic within open calls you want to participate in.
Read the topic carefully and think about how you could contribute to the consortium to fulfil the expected outcomes.
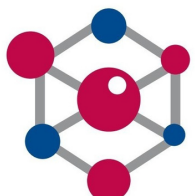
→ Think about what specific expertise you can offer as a potential partner.
Ask your NCP to give you an example on a successful project in your (related) area, to have a benchmark.

→ Realistically consider your available staff capacity that can be committed to a new project.

General recommendations for preparing a pitch presentation (slide show)

· Use your institution template

· Set the length appropriately - Timing is crucial, you need to find out how long the time frame will be for a specific Pitch session event (typical time slot is 5 minutes)

· Do not overload your slides

· Provide weblinks to additional material:
1) Hyperlinks to Your website and social media networks
2) Hyperlinks to letters of recommendation from partners in similar projects or to a description of your experience and capacity. Seek recommendations from industry leaders or internationally recognized institutions

· Slides should be in English

· Do not include confidential information

Preparing to present the pitch

→ Make a list of things you want to say.

→ Check the consistency of the information you will present as you may be challenged on gaps / inconsistencies.

→ Practice your presentation as much as possible to fit the timing.

→ Prepare in such a way that you will speak naturally during the pitch; avoid reading or assisted reading from the PowerPoint slides.

→ It is useful to record your presentation and listen to it to discover parts that could be improved. Use easy words and easy sentences. Every word counts!

→ Pitch the presentation in front of externals who are not familiar with your part of the project and ask them for feedback.

→ Prepare and test the technique - functional monitor, microphone, presentation sharing etc.

Health-NCP-Net 3.0 (HNN 3.0)

·Health-NCP-Net 3.0 (HNN 3.0) is a network that facilitates trans-national co-operation between National Contact Points (NCPs) for Cluster 1 "Health" (CL1) with a view to identifying and sharing good practices and raising the general standard of support to potential applicants of Horizon Europe in the Health Sector. We aim to help CL1 NCPs in their daily work and support easier access to Horizon Europe calls, with a view to identifying and sharing best practices. Our services are tailor-made to the needs of NCP colleagues and are free of charge. Find out here what support is available to you.

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