+36.000 attendees in 2022

#WeMakeFuture

WE MAKE FUTURE!

15 – 17 JUNE 2023 / RIMINI EXPO CENTRE

International Trade Fair and Festival on Tech and Digital Innovation

WMF is an International Trade Fair certified by ISFCERT

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204/2022

Support Material

Guide of the pitch

The pitch is the brief presentation of the project and should contain the information necessary to expose and make your idea interesting.

It is to provide **the most important information about the project** that will enable you to assess its potential and its feasibility.

What is stated in the pitch must be supported by references to sources. It is therefore **necessary to indicate where the study data were taken from** or how they were obtained.

Elements of the Pitch

1. problem/need
2. solution/product
3. market
4. competitors
5. business model
6. road map
7. team
8. resources
9. project impact

1. PROBLEM/NEED

What need/problem does your idea want to solve or satisfy?

Every business project or business idea aims to solve a problem or satisfy a need.

In this slide it is important to define what **the need is that you want to solve** by indicating:

1.   *In what does the problem consist?*
2.   *Who is experiencing the problem?*
3.   *What are the consequences of the problem?*
4.   *How relevant is the problem?*

2. SOLUTION/PRODUCT

What does your innovative idea consist of? How does it solve the problem

Indicate how the business idea **aims to meet a need**.
Clearly highlight what value is offered to customers.

For example:

What benefit do they derive?

3. MARKET

Who are your customers? How will you reach them?

In this slide, it is necessary to clearly define and identify who are the customers/users and the market.

For example:

- *how many are our clients?*
- *how old are they?*
- *where do they come from?*

4. COMPETITORS

What other solutions are already in place? What more does your idea have?

It is necessary to highlight **who the main competitors** are after carrying out careful observation and analysis of their strategies, strengths and weaknesses.

Highlight according to which aspect your proposed solution is better.

For example:

- *costs less?*
- *does it have higher quality?*

5. BUSINESS MODEL

How does your business idea create value?

In the business model you need to describe how your project works and how it brings value:

1. *Why should the customer choose your idea? Who are your possible customers and what channels do you use to reach them?*
2. *What activities need to be done (e.g., production, platform development, etc.)?*
3. *What resources (human, financial, physical) are needed for the project to work and what are the most important costs to be incurred?*
4. *What are the expected revenues? How will customers pay for it?*
5. *Who are you collaborating with?*

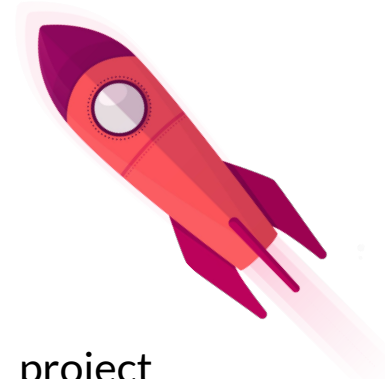*For further clarification: http://www.businessmodelcanvas.it/cosa-e-un-business-model/*

6. ROADMAP

What are the key activities and steps for the development of the business project?

Identify the **key activities** for the development of the project and their timelines.

Indicate what key results have been achieved or are intended to be achieved.

The purpose of this slide is to make it clear to the reader that you have structured a **clear path for project development**.

7. TEAM

Who makes up the team? What skills does it have and what role does it play?

A team with **the right mix** of skills and experience is critical to project development.

Indicate who the team members are by highlighting:

- the **heterogeneity of skills;**
- the **gender balance;**
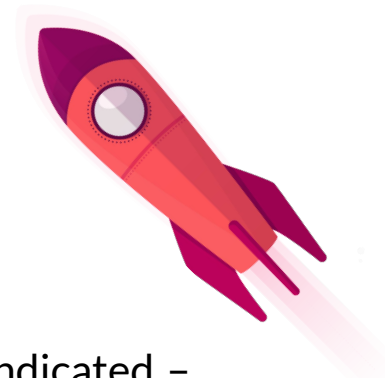- the **roles to which they will be assigned;**

8. RESOURCES

What are the human and financial resources and tools needed to implement your innovative idea?

Define all resources needed for your project, with reference to financial resources, human resources and tools.

Provide in a clear and concise manner the expected economic results.

9. Impact

Social issues and SDGs

In this slide we ask you to indicate **the social theme** – among the eight indicated – and the **SDGs** to which the project refers.

Social Theme
Sports and wellness
Education
Tourism
Services to people with disabilities
Legality
Access to work
Services to the elderly
Green and sustainability

SDGs - Sustainable Development Goals
The 2030 Agenda signed by the UN in 2015 identifies as many as 17 Sustainable Development Goals (SDGs), which propose an integrated vision of the different dimensions of development and guide the globally shared commitment to a better future. A startup is likely to have impacts on several SDGs. Please indicate whether you have already identified your main areas of impact.

9. 1 Impact

The 12 challenges of the future

Challenges of the future

Indicate the challenge(s) of the future that you can help us overcome from the following:

Future of…

- Cities & Communities
- Health
- Work
- Culture & Travel
- Food & Agriculture

- Learning & Education
- Retail & Customer Experience
- Marketing
- Media & Entertainment

- Sports & Events
- Finance & Insurance
- Life On Planet Earth
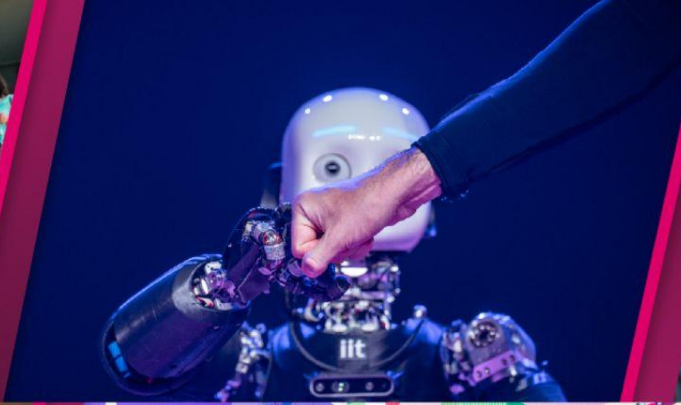
- Eventuali altre sfide

Support Material

To integrate the pitch

Here you can post any **links or other materials** to support the submitted project.