



11 - 12 febbraio 2027
Superstudio Maxi
Milan

The International Artificial Intelligence Festival



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Pitch Guide

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Pitch Guide

The pitch is a brief presentation that describes your business venture in a nutshell.

The presentation should include key information on the project, so as to provide the basis for assessing its potential and feasibility.

The presentation claims, both qualitative and quantitative (market research, industry trends, competitors), must be supported by references to the sources.

SUPPORT MATERIAL

You can include links to working beta, mock ups and any support material that is important for making your point.

Summary

KEY ELEMENTS TO INCLUDE

1.

The Problem

Which business need are you trying to satisfy?

2.

Solution/Product

What does your business idea consist of? How do you solve the problem? What is your value proposition? What technologies do you use?

3.

Market

What is your target market? What is your Go To Market strategy? What are your sales channels?

4.

Competitors

What other solutions are already present? How does your idea stand out? What is your competitive advantage?

5.

Business Model

How does your business idea capture value?

6.

Roadmap

What are the basic steps for the development of your business project?

7.

Team

What are the professional figures that contribute to the realization of the project? What are their skills?

8.

The ASK

How much investments does the project require? Which economic results are you expecting?

9.

SDGs, ESG and Challenges of the Future

Which objectives of the 2030 Agenda and which ESG policies are relevant for your project? Which Challenges of the Future, among the 14 indicated in the form, are you referring to?

BEFORE DIVING INTO THE DETAILS OF THE PITCH

Presentation Slides

Every pitch needs to be accompanied by a slideshow presentation, containing the following key elements:

- Title and logo (if available);
- Name, date and place.

NOTICE

Try to make your presentation as attractive and clear as possible in order to capture your audience's attention.

01

The Problem

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

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

In this slide it is important to explain the need you are trying to satisfy or the problem you want to solve, answering the following questions:

- What is the problem?
- Who experiences the problem?
- What are the consequences of the problem?
- How relevant is the problem?

02

Solution/ Product

What does your business idea consist of? How do you solve the problem?

Explain how your idea aims to satisfy the market needs and clearly highlight the value offered to the customers.

Describe through which technologies (proprietary or third party) you intend to develop the solution/product.

03

Market

What is your target market? What is your Go To Market strategy?

In this slide, it is essential to clearly define and identify who the customers/users are and the target market in both quantitative and qualitative terms (such as numerical data, geographic and demographic segmentation). Additionally, outline your sales channels and the related Go To Market strategy.

FOR EXAMPLE

- How many clients do we have?
- How old are they?
- Where are they from?

Please identify the size and trends of the target market

04

Competitors

What other solutions are already present? How does your idea stand out?

It is necessary to highlight who the main competitors are, after making an accurate observation and analysis of their strategies, strengths and weaknesses.

Explain what sets your business apart from the competition and define your competitive advantage.

05

Business Model

How does your business idea capture value?

Illustrate your business model and describe how your startup delivers its value proposition. Define the revenue model of the project, answering the following questions:

Why should the customer choose your idea?

Who are your prospective customers and what channels do you use to reach them?

What are the activities to be carried out (eg production, platform development, etc.)?

What resources (human, financial, physical) do you need for the project to work?

What are the expected revenues?

Who do you collaborate with?

06

Roadmap

What are the basic steps for the development of your business project?

Identify the fundamental activities for the development of the project and the related timings (platform development, testing).

Indicate what are the best results that have been achieved or that are intended to be achieved (for example: platform launch).

The purpose of this slide is to illustrate the development path of your project.

07

Team

Who are the team members? What are their skills?

Indicate who the team members are, highlighting:

- the gender balance in your team
- the soft and hard skills
- the roles they will be responsible for

A team with the right mix of skills and experience is essential for the development of the project.

08

The ASK

Has your startup raised funding? Are you ready to close an investment round? Do you plan to expand your business abroad in the next year?

Provide in a clear and concise slide the key economic results extracted from the financial and economic plan (revenues, costs, cash flow).

If the project is in its embryonic stages, highlight the expected cost structure and forecast sales with the related underlying assumptions (i.e. market share, market penetration, market growth).

Also indicate the amount requested from investors and illustrate the use of the funds (i.e. we ask for 250k which we will use for...)

09 **SDGs, ESG, and Challenges of the Future**

The impact of the project and the challenges of the future

In this slide we ask you to indicate 3-5 indicators between ESG and SGD's to which your project refers.

ESG

Adherence to ESG criteria confers a status towards the business community, customers, suppliers, stakeholders in general, which shows the organization's willingness to make a series of short-term choices consistent and "virtuous" and long-term. Indicate if you have already adopted ESG policies.

SDGs

A startup is likely to have impacts on several UN Agenda 2030 SDGs. Please indicate if you have already identified your main impact areas.

9. SDGS, ESG, AND CHALLENGES OF THE FUTURE

Challenges of the Future

Indicate the challenge(s) of the future that you can help us overcome among the following: **Future of...**

1 IndustryTech & Robotics

2 Space Industry

3 Food & Agriculture

4 AI - Digital Business & Media

5 Rights & Cybersecurity

6 Entertainment & Cultural Industry

7 GovTech & Public Services

8 Health & Life Sciences

9 E-Commerce & Retail

10 Education & Work

11 CleanTech & Energy

12 FinTech, InsurTech & Blockchain

13 Smart Cities & Mobility

14 Tourism & Culture Heritage

Explore WMF - We Make Future's Future Challenges [at this link.](#)

TO COMPLEMENT THE PITCH

Support Material

Provide any relevant links or supporting materials (e.g., working beta version, mock-ups), as well as your website, social media channels, and contact details.





For more information, please contact us at

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ENG SITE

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ITA SITE

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