



10—12 JUNE 2027 / BOLOGNA FIERE

WE MAKE FUTURE

**The Biggest Event on Innovation:
AI, Tech & Digital**



STARTUP COMPETITION • 10—12 JUNE 2027, BOLOGNAFIERE, ITALY

PITCH GUIDE

How to build the elevator pitch and the slideshow you will present to the WMF jury.

THE ELEVATOR PITCH

A brief presentation that describes your business venture in a nutshell.

Short

The length of a lift ride. If it does not fit, it is not a pitch.

Complete

It carries the key information the jury needs to assess potential and feasibility.

Sourced

Every claim — market research, industry trends, competitors — cites its source.

YOUR SLIDESHOW

Every pitch must be accompanied by a slide presentation.

ON THE FIRST SLIDE

- Project title and logo, if you have one
- Your name and the names of the team
- Date and place of the pitch

THEN THE NINE ELEMENTS

The rest of the deck covers the nine elements on the next page — one per slide, in this order.

Make it as attractive and as clear as you can: the jury reads dozens of decks, and clarity is what holds attention.

WHAT TO INCLUDE

Nine elements, one slide each.

01 · The Problem

Which need are you satisfying?

04 · Competitors

How does your idea stand out?

07 · Team

Who builds it, with which skills?

02 · Solution

What does your idea consist of?

05 · Business Model

How do you capture value?

08 · The ASK

How much do you need?

03 · Market

Who are your customers?

06 · Roadmap

What are the next steps?

09 · SDGs & ESG

What is your impact?

01 THE PROBLEM

Which need or problem does your idea solve?

WHAT TO INCLUDE

Every business idea aims to solve a problem or satisfy a need.
Open the pitch by stating that need in one sentence.

Then give it scale: how many people live with it, and what it costs them today.

ANSWER THESE

- What is the problem?
- Who experiences it?
- What are the consequences?
- How relevant is it, and for how many?

02

SOLUTION & PRODUCT

What does your idea consist of, and how does it solve the problem?

WHAT TO INCLUDE

Explain how your idea meets the market need, and make the value offered to the customer explicit.

Then describe the technologies you use to build it, and say which are proprietary and which are third party.

Technology Readiness Level (TRL)

- What exactly do you offer?
- What is your value proposition?
- Which technologies do you use?
- What is proprietary, what is third party?

03 MARKET

Who is your target market, and how do you reach it?

WHAT TO INCLUDE

Define your target market in both quantitative and qualitative terms: how many customers, and who they are.

Then set out your go-to-market strategy and the sales channels that carry it.

ANSWER THESE

- How large is the addressable market?
- Who are your customers — age, role, country?
- What is your go-to-market strategy?
- Which sales channels do you use?

Please identify the size and trends of the target market

04 COMPETITORS

Which solutions already exist, and how does yours stand out?

WHAT TO INCLUDE

Map the main competitors after an accurate analysis of their strategies, strengths and weaknesses.

Then state what sets your business apart, and why that advantage holds over time.

ANSWER THESE

- Who are the main competitors?
- What are their strengths and weaknesses?
- What is your competitive advantage?
- Why is it hard to copy?

05 BUSINESS MODEL

How does your business idea capture value?

WHAT TO INCLUDE

Illustrate your business model and describe how the startup delivers its value proposition.

Define the revenue model of the project: where the money comes from, and at what cost.

ANSWER THESE

- Why should the customer choose you?
- Which channels reach your customers?
- Which key activities and resources?
- What are the expected revenues?
- Who do you collaborate with?

06 ROADMAP

What are the steps to develop your project?

Identify the fundamental activities and their timing, and mark the results already achieved next to the ones you are aiming for. A plain horizontal timeline reads faster than a paragraph.



07 TEAM

Who are the team members, and what are their skills?

WHAT TO INCLUDE

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

Introduce the people, the role each one owns, and what they bring to it.

ANSWER THESE

- Who is on the team, and in which role?
- Which hard and soft skills?
- What is the gender balance?
- Which roles are still missing?

08 The ASK

How much do you need, and which results do you expect?

WHAT TO INCLUDE

One clear slide with the key economic results from your financial plan: revenues, costs, cash flow.

Early-stage? Show the expected cost structure and the sales forecast, with the assumptions behind them.

Example: we ask for 250k, to be used for...

ANSWER THESE

- 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?

09

SDGs & ESG

What is the impact of the project?

INDICATE 3 TO 5 INDICATORS ACROSS THE TWO

ESG

Adherence to ESG criteria signals to customers, suppliers and the wider business community that your choices are consistent and durable — short and long term.

Say which policies you have already adopted.

SDGs

A startup usually touches several of the UN Agenda 2030 goals at once, with very different depth.

Name your main impact areas, not all seventeen.

14 CHALLENGES OF THE FUTURE

Indicate in your pitch the challenge — or challenges — your project helps us overcome.

01 IndustryTech & Robotics

04 AI, Digital Business & Media

07 GovTech & Public Services

10 Education & Work

13 Smart Cities & Mobility

02 Space Industry

05 Rights & Cybersecurity

08 Health & Life Sciences

11 CleanTech & Energy

14 Tourism & Cultural Heritage

03 Food & Agriculture

06 Entertainment & Cultural Industry

09 E-Commerce & Retail

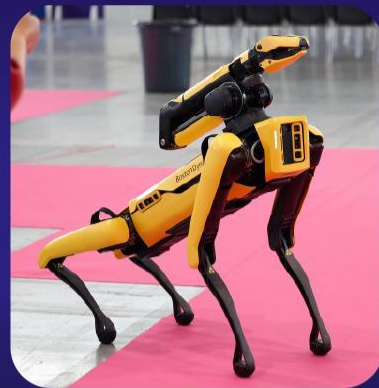
12 FinTech, InsurTech & Blockchain

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

Almost done!

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.



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