

GLOBAL INNOVATION HUB

Fast Guide to Successful Innovation

PART
TWO



Pitching a cleantech company – your checklist for success

Whether selling your company's product or service to a new audience is second nature or an exciting new challenge, an innovation call can present its own complications. Who is going to be in the room? Are you expected to have a detailed budget and timeline? Should you be preparing a product demo? These and other questions must be answered to deliver your best pitch. As we continue to run these processes for our clients and partners, we have seen the potential pitfalls we want to help you avoid. In this guide, we offer a few tips to help you navigate the company presentation for an innovation call.

Clarify format and requirements beforehand

In order to prepare an effective presentation, you need to know how much stage time you have, how much time is allotted for Q&A and if there are any other requirements for the time allotted – budget discussion, timeline overview, resource allocation, etc. If you don't have clarity, ask.

It is a good idea to have team members on the presentation who can competently respond to technical questions.

Know your audience

A presentation to a technical group will be different than one to a management or funding committee. The likely scenario is you would need to be prepared to speak to both. It is a good idea to have team members on the presentation who can competently respond to technical questions and those who can speak the language of a funding committee as well. Clarifying who will be in the room will help you determine how to craft your presentation – how much time to give to company overview or background and how much to spend diving into the weeds of the technology.

Align your offering with the solution requested

It might be the case that your offering was not designed for the challenge presented, but it's your job to describe clearly how it can be used to solve the problem. Be clear on its capabilities, be transparent about its potential shortcomings and have suggestions to resolve any potential gaps identified.

Know how your costs scale

Pilot programs are intended to find solutions that will eventually scale to have wider impact across an organization's operations. If the pitch host has given you exact details of the pilot they have in mind, create a budget for that size. You should also be ready to give an indication of how costs may change after the pilot or if the pilot is larger or smaller than originally envisioned.

Practice the presentation

Cut-off times may be unforgiving, so misuse of the time could prevent you from delivering a convincing presentation. Running through your presentation and testing technical tools (video conferencing, embedded video, etc.) beforehand could be the difference between winning the challenge and not.

Ask for the information you need

If, after reviewing all the details available to you (publicly and shared by the challenge host), you get the sense that you are missing a critical piece of information to represent yourself, do not hesitate to request it. It is often better to ask clarifying questions that to make assumptions that open you up to errors.

Have fun

Your passion will show.

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