Pitch Session – Guidance for Pitchers

Cross-Border Cyber Funding & Matchmaking Day – DEP Call CYBER-11

1. Choose your pitch template

Two templates are provided. Choose the one that matches your situation and use it as the basis for your slide(s).

- **Template Type 1 - Project idea / proposal / consortium:** you have a concrete project idea for a specific CYBER-11 topic and are looking for partners to complete your consortium.
- **Template Type 2 - Organisation looking for a project:** you want to join a consortium led by someone else and are presenting your organisation's profile, skills and the role you could take.

Our recommendation: use Template Type 1 wherever you can

The reason is simple: a concrete proposal gives the audience something to react to. A listener can immediately judge whether their expertise fits a named topic, a defined work package and a stated gap in your consortium - and can approach you during the networking session with a specific offer.

A general organisational profile (Type 2) asks the audience to do that work for you, and in a room of 100 people most will not. If you have even an outline idea - a topic you are targeting, a problem you want to solve, a pilot you could host - frame it as Type 1 and say openly that the idea is still at an early stage and open to shaping. An early stage but concrete idea beats a polished but generic profile.

Use Template Type 2 when you genuinely have no proposal of your own and are offering a well-defined capability (e.g. a testing facility, a certification body, an SME network for piloting) that a coordinator would want to plug in.

2. Name your target topic

Every pitch must state which CYBER-11 topic it targets. This is the single most useful piece of information for the audience - it tells them instantly whether to listen closely.

Topic	Call topic code
Cybersecure tools, technologies and services relying on AI	**CYBER-11-CYBERAI**
Strengthening cybersecurity capacities of European SMEs with cybersecure AI-powered solutions	**CYBER-11-AI4SME**
Coordinated preparedness testing and other preparedness actions	**CYBER-11-COORDPREP**
Regional Cable Hubs	**CYBER-11-REGCABH**
Strengthening EU cybersecurity capacities and capabilities in line with legislative requirements	**CYBER-11-EULEG**
Dual-use technologies	**CYBER-11-DUALUSE**

TLP:CLEAR informace jsou určeny pro volnou distribuci. Více informací o TLP označení: https://nukib.gov.cz/cs/TLP

If your idea could fit more than one topic, pick the one you are most likely to submit under and mention the alternative in a single line. If you are unsure, contact the organisers before submitting your slides.

3. What to put on your slide(s)

You may use your own visual design and prepare more than one slide, but please address all the points listed for your template.

3.1 Template Type 1 - Project idea / proposal / consortium

- Proposal name and targeted call topic
- Project objectives and scope
- Key activities
- Key expected outcomes
- Preceding proposals to build on, or previous experience with EU projects
- Skills you cover - what you bring to the consortium
- Complementary skills needed - what you are looking for in a partner

Guidance:

- Formulate the objectives and expected outcomes so that they clearly reflect the objectives, outcomes and deliverables written in the call topic text. Characterise the expected result concretely - for example, is piloting with real users foreseen?
- List the main activities needed to reach the objectives, including dissemination.
- Say whether results of previous projects (EU-funded or your own internal development) will be reused or further developed.
- Be precise about what is still missing: which skills or expertise, and which roles in the consortium remain open.

3.2 Template Type 2 - Organisation looking for a project

- Targeted call topic
- What your organisation does and what it specialises in
- What skills you can bring to a project or consortium, and in what role
  - Skills: any scientific or technical expertise
  - Role: e.g. project coordinator, work package or task leader (say which subject), subcontracting, in-kind contributions (specify the type)
- Current or previous activities in the topic area, and prior experience with EU projects

Guidance:

- Give the main facts relevant to a proposal: basic characteristics, activities, size, type of organisation, previous EU project experience.
- Highlight the value of your competencies for the selected topic and link them to the topic's Scope section where you can.
- State whether you are willing to coordinate or prefer to contribute as a partner.
- Mention briefly what sets you apart from other organisations arriving with similar skills - your competitive advantage.

TLP:CLEAR informace jsou určeny pro volnou distribuci. Více informací o TLP označení: https://nukib.gov.cz/cs/TLP

4. Making your pitch effective

You have three minutes and the audience will hear many pitches in a row. These recommendations come from previous brokerage events.

4.1 Structure and message

- **Open with the ask.** In your first two sentences say the topic you are targeting and the type of partner you need. Do not save it for the last slide - attention is highest at the start, and some listeners will decide in the first 30 seconds whether to look for you later.
- **One clear message, not everything you do.** Pick the single idea you want people to remember. Detail belongs in the conversation afterwards, not in the pitch.
- **Frame around the call, not around your product.** The audience is judging fit with the topic text. A pitch that reads as a sales presentation is the most common reason listeners disengage.
- **Be specific about the gap.** “We are looking for partners” tells nobody anything. “We need a CSIRT or national authority willing to act as a pilot site in a third Member State” gets people walking towards you.
- **Say where the consortium stands.** How many partners are already committed, from which countries, and which roles are still open. Even “just us so far” is useful information.
- **Be honest about maturity.** An early idea presented as an early idea invites collaborators. An early idea presented as a finished plan invites nothing, because there is no visible role for anyone else.
- **Mention what you are not looking for.** One line saves you and others time during networking.

4.2 Slides for a room, not for a reader

- **Readable from the back row.** Minimum 18–20 pt body text, high contrast. The room seats up to 100 people theatre-style.
- **Keywords, not paragraphs.** Nobody can read your slide and listen to you at the same time. If a sentence is on the slide, say something else out loud.
- **One slide is usually enough.** If you use more, keep the target topic visible on each slide.
- **Contact details large and on the final slide,** which should stay on screen during your Q&A. Consider a QR code linking to a one-page project outline, your website or your LinkedIn profile - people will photograph it.
- **Plain English, few acronyms.** The audience is cross-border and mixed - companies, public bodies, research organisations. Spell out anything that is not in the call text.
- **Do not put confidential or IP-sensitive detail on the slide.** Pitch decks may be shared with registered event participants after the event if you consented at registration.

4.3 Delivery

- **Rehearse against a clock.** Three minutes is roughly 300–360 spoken words. The moderator will keep to the schedule, and an overrunning pitch is usually cut before its ask is delivered.
- **Have one person pitch.** Handovers eat a large share of a three-minute slot.
- **Name the person to approach.** Say who from your organisation will be in the room and available during the networking session and make sure that person is easy to find.
- **Prepare one follow-up sentence.** Have a ready answer to “tell me more” that lasts under a minute - you will use it many times over lunch.

TLP:CLEAR informace jsou určeny pro volnou distribuci. Více informací o TLP označení: https://nukib.gov.cz/cs/TLP

5. Pitch registration and slide submission

- Participants interested in giving a pitch must indicate their interest in the registration form by **14 October 2026**.
- The organisers will review the expressions of interest and contact selected participants to confirm their pitch.
- Selected presenters must submit their pitch slides by **19 October 2026** to **ncc@nukib.gov.cz**.
- **Format:** PDF or PPTX, 16:9 widescreen. Name the file *Organisation_TopicCode_Pitch* and use the appropriate file extension.
- The organisers reserve the right to limit or decline pitch requests if there are more requests than the programme allows.
- The final line-up and running order will be confirmed to presenters after the slide submission deadline and before the event.
- Send an updated file if anything material changes before the event. Last-minute slide changes on the day cannot be guaranteed.

6. On the day

- All pitch decks are loaded onto the organisers' laptop in advance and advanced from the stage, so you do not need to connect your own device. Bring your slides on a USB stick anyway as a backup.
- Check the running order and your slot time at registration and be near the stage for the pitch before yours.
- Bring business cards or a printed one-pager. After a three-minute pitch, a physical leave-behind is what turns interest into a follow-up e-mail.
- The venue has informal seating and high tables for networking, plus coffee breaks and a buffet lunch - the most useful conversations happen there rather than in the Q&A.
- Note the names and organisations of anyone whose pitch overlaps with yours; complementary ideas are often easier to merge than competing ones.

7. After the event

- If you consented at registration, your slides may be shared with registered event participants.
- Follow up within a few days, while people still remember the room. A short mail referring to a specific point from your conversation works better than a generic one.
- Remember the call deadline when planning follow-up: proposals for CYBER-11 can be submitted until 14 January 2027, 17:00 CET, so consortium building needs to conclude well before then.

TLP:CLEAR informace jsou určeny pro volnou distribuci. Více informací o TLP označení:
https://nukib.gov.cz/cs/TLP

8. Quick checklist

- Template chosen - Type 1 if you have any concrete idea at all.
- Target call topic named on the slide.
- The partner you need described specifically, not generically.
- Current consortium status stated.
- Text readable from the back of the room.
- Contact details and, ideally, a QR code on the final slide.
- Pitch rehearsed and under three minutes.
- Interest in pitching indicated in the registration form by 14 October 2026.
- If selected, slides submitted by 19 October 2026; backup copy on a USB stick.
- Business cards or one-pagers packed.

TLP:CLEAR informace jsou určeny pro volnou distribuci. Více informací o TLP označení:
https://nukib.gov.cz/cs/TLP