

## **RBPC 2023 Practice Pitch Sessions – What to Expect and How to Judge**

Thank you for participating in the 2023 RBPC Practice Pitch Sessions! These sessions are an opportunity for startups to refine their pitches and presentation skills before the full days of competition. Judges review the pitch and offer feedback and suggestions. Please see below for full details and how to have the best practice pitch session possible!

### Details

Your personal schedule will show you which room you will be in.

Practice pitches are **15 minutes** (just like the real thing)

Pitches are followed by **15 minutes of feedback** from the judges

There is a **5-minute break** between pitch sessions

Judges act as mentors and give **feedback on the pitch, the content and the presentation.**

Judges will fill out a feedback form and give it to the startup when they are done.

There will be a moderator/timekeeper in the room to help the proceedings run smoothly.

### Feedback

This is a practice pitch. Startups will run through their prepared pitch and their presentation slides, but it does not have to be perfect.

Judges act as mentors and advisors, guiding the startup on what parts of their pitch are great, and what parts needs to be improved.

Judges will give feedback on the pitch, but not ask questions about the startup, technology, etc. There will be Q&A sessions in the competitive pitches on Friday and Saturday!

Judges should consider feedback such as:

- “I did not hear your ‘ask’. What is it that you want from investors?” (You are welcome to give feedback on how to ask for investment and how much to ask for, or how to ask for funding but not give a concrete amount)
- “You told us the amount of funds you are asking for. Consider expanding on that to tell us how you will use the funds (growth/scaling, additional research, testing, building, etc.)”
- “Tell me a bit more about your IP/competitive advantage.”
- “Tell us why your startup is a good investment. What are 2-3 reasons investors will want to support you?”
- “You did not get a company valuation, and that is fine. Here is how to broach that question, should you be asked tomorrow.”