

**PODIM**

**Demo Day**

**Information**

**Starting at 15:05**

**PODIM**

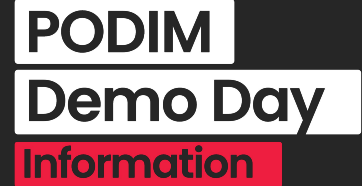
**Demo Day**

**Information**

# AGENDA TODAY

- Key info for the **Demo Day**
- Key info for the **Marketplace**
- Other **important dates**
- **Let's get ready for the Demo Day with Francois Mazoudier**

# DEMO DAY



- 7th of May, 9:00 to 17:00 (CET)
- 10-minute time slot:
  - 3 minutes for your Pitch!
  - 3 minutes for Q&A
- 4 Tracks (different Zoom links).
- Schedule coming next week.
- If you haven't yet, register here until 23th of April 1 PM.

<https://podim.org/demo-day-and-pitching-competition-form/>

# DEMO DAY

- Be there 20 minutes before the scheduled time slot:
  - e.g. if your time is from 12:00 to 12:10, be in the meeting room at 11:40
  - You will be in the waiting room until it's your time to pitch.
- Make sure you are in the right Track – Zoom links will be in the schedule.
- Zoom Name:

**Name & Surname (Product or Company name)**

# DEMO DAY

- Open and prepare your presentation before you join.
- You will present your pitch by sharing the slides on your computer using Zoom's share screen functionality.
- Time yourself when you practice, so you stay inside the time frame (3 minutes)
- Please don't use any audio or video content in your presentation as it greatly affects bandwidth.

# DEMO DAY CRITERIA

## 1. Product:

The company has successfully confirmed the value of their products on the market and is solving a big pain or problem of the target user group. Successful value confirmation is reflected in the number of first users and their growth, where the most important ones are paying customers, of course.

**0-10 Points**

# DEMO DAY CRITERIA

## 2. Team:

The company is led by a competent, dedicated, and well-organized team with a clear vision and complementary knowledge and experience (technical, organizational, sales skills) that will enable further successful building of the company.

**0-10 Points**



# DEMO DAY CRITERIA

## 3. Potential:

A comprehensive business model is innovative, designed on logical and market-tested hypotheses that don't show visible weaknesses. The company has at least some **unbeatable advantage**. The company has the potential to develop good business on a promising, sufficiently big and growing market. The results reflect, or will reflect in high revenue, the number of employees, profitability and even the possibility of disrupting the industry or a certain market niche.

**0-10 Points**

# DEMO DAY

## TOP 10

- Your score is Average points from each Judge inside your Track.

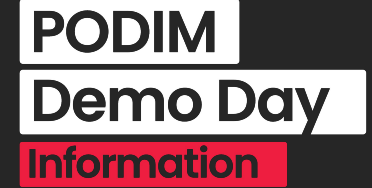


**+2 with the highest points** from all Tracks that weren't in Best 2 (in their track)

Top 10

# DEMO DAY

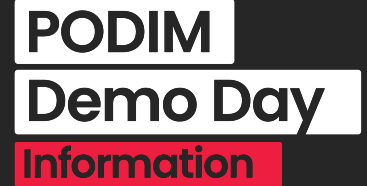
## TOP 10



Top 10 (the seminalists) will be published on our social media.  
Semi-finalists will be notified by email.

# Podim Pitching Competition

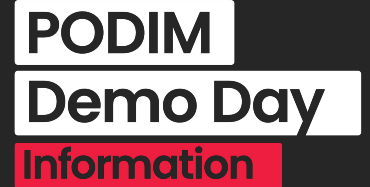
## Semi-final & Final



- Top 10 will have an extra preparation on Friday, 10th of May at 17:00
- Top 10 will compete live in Maribor, Slovenia at the Semi-finals on Monday, 13th of May from 16:00 to 19:00 (CET).
- Best 5 in Semi-finalists will compete in the Final on Tuesday, 14th of May from 18:30 to 19:30 (CET).
- Semifinalists will receive \$10K in Infobip products and the finalists will receive \$15K in Infobip products.

# Podim Pitching Competition

## Winner



- The winner of the Podim Pitching Competition:
  - Fly to London to take part in the all-inclusive three-day Podim London Springboard program.
  - Seat in the Fundraising Bootcamp – a structured program that gives you access to insider knowledge and practical stuff that will help you fundraise.

# Miro Credit

Each startup in the PODIM Startup & Scaleup Catalogue can receive \$1000 in Miro Credit.

- Apply for Miro Startup Program & Receive Credit here:  
<https://bit.ly/podim-miro-credit>
- Criteria: Startup that is less than seven years old, has less than 30 employees, has raised no more than \$10M, and is not owned by a parent organization.

# Startup Catalogue

- On Tuesday you have received access to the Startup & Scaleup Catalogue.
  - If your company has undergone any significant changes, we are accepting revisions until **Tomorrow 1 PM**. Our team will try their best and make sure the investors receive the most current version of the catalogue.
  - Investors and Business Executives will receive access to the Startup & Scaleup Catalogue on **April 24th**.

# Marketplace

## Three position options:

- Option 01: **Table with Info - LCD**
- Option 02: **Table for physical products & Roll-up (no LCD)**
- Option 03: **Table & Roll-up (no LCD)**

## Four Groups, 3 hours each:

- **Group A:** Tuesday, 14th of May, 10:00 - 13:00
- **Group B:** Tuesday, 14th of May, 15:00 - 18:00
- **Group C:** Tuesday, 15th of May, 09:00 - 12:00
- **Group D:** Tuesday, 15th of May, 12:30 - 15:30



# Other important dates

- **Tomorrow** – you will receive an application form for PODIM Marketplace.
- **May 8th**– expected date of DealRoom opening.
- **May 10th** – expected date of Investor & Corporate/SME’s Catalogue release.
- **May 14th & 15th** - Live DealRoom 1-on-1 meetings.
- **May 16th** – Online DealRoom 1-on-1 meetings.

<https://podim.org/timeline-for-startups/>

# Contact Person



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