



# Deep Inc

INNOVATION BASED  
IMMERSION

## UCD WINTER SCHOOL GETTING INVESTOR READY

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Nov 30, Dec 1,2,3 - full day webinars  
Dec 7,9 - Team pitching and filming



# GET INVESTOR READY!

NovaUCD, is the hub for new ventures and entrepreneurs at University College Dublin, Ireland. We are delighted to be running an intensive programme as part of DeepInc to help early stage ventures in “get investor ready”

Over three days we will develop an impactful pitch for investors and hear from successful entrepreneurs and investors who have scaled and sold business in the advanced manufacturing sector.

- What are the critical items to prepare for as you start the process of raising funding ?
- How do you convince investors you are the right investment for them?
- How do you develop a complete picture to support your pitch?

We will have coaching session on pitching, with particular focus on 'virtual' pitching via video and a video production team working with us to capture a 90 second elevator pitch for each of your teams to use in your media and promotional activities in 2021.

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# PROGRAMME OVERVIEW

## **Monday Nov 30th - Introductions**

**9:00 - 15:00**

Participant on-boarding via 1:1 45 min video calls  
Introduce Business Model Canvas

Workplan - Prepare 1st draft of Canvas

## **Tuesday Dec 1st - Module 1**

### **Building the Business Canvas**

**9:00 - 12:00**

Present Canvas and get feedback  
Using Canvas for hypothesis testing  
Funding the ideal customer  
Customer interviewing  
Determining "must have" customer needs

### **Guest Speakers**

**13:30 - 16:00**

Atlantic Bridge Venture Capital  
National Science Park - SteriPack  
Smartfactory

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# PROGRAMME OVERVIEW

## **Wednesday Dec 2nd - Module 2**

**09:30 - 12:30**

### **Creating the Investor Pitch**

Investors - the good the bad & the ugly  
Investor pitch deck template  
Preparing "very rough" pitch - on video  
Peer feedback  
Getting your story straight - on video

### **Guest Speakers**

SOSV  
Henkel  
Dolmen Design

**13:30 - 16:00**

Workplan - prepare 5 min pitch (no slides)  
to be delivered at start of Module 3

## **Thursday Dec 3rd - Module 3**

**09:30 - 16:00**

### **Pitch Training**

Workshop on Pitching to VCs & Presentation Skills  
Pitching Style  
Engaging the audience  
Vocal impact & body language  
Developing confidence

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# PROGRAMME OVERVIEW

## Monday Dec 7th

### Delivering your investor pitch

1:1 feedback sessions  
Revise & improve pitch

Afternoon Investor Pitch Webinar

Investor panel presentations - 5 min pitch with 10 min Q&A

## Wednesday Dec 9th

### Promotional Video Recording

1:1 video presentation recording sessions  
1 Hour per team on Zoom

Video Content to be edited for release on Dec 16th

To apply or for further info please email:  
[simon.factor@ucd.ie](mailto:simon.factor@ucd.ie)

**09:00 - 14:00**  
**40 MINS SESSION**  
**FOR EACH TEAM**

**14:30 - 17:00**  
**FOR ALL**

**09:00 - 17:00**  
**1 HOUR PER TEAM**