

# Pitch Deck Template for HEIs

Supporting business - academia collaborations under WP4

Supported by



Implement by



# General Instructions

## Purpose:

- Inspired by Business Pitches, non-HEI partners created this deck with the purpose of supporting HEI Partners formulate their value proposition clearly towards the industry and supporting the establishment of industry-academia collaborations.

## Format:

- Creating a compelling pitch deck for establishing business-academia collaborations involves clearly communicating the value of the partnership to potential industrial partners.
- Pitch decks are usually 5-15 slides long, corresponding to a presentation of 5-15 minutes in length. This template provides the slides used in a typical pitch deck. Please feel free to adjust accordingly.

## How to Fill Out Each Slide?

- **Text:** Be concise, clear, and focus on the key message for each slide. Avoid large blocks of text; use bullet points for clarity.
- **Visuals:** Use high-quality images, infographics, and icons to make the slides visually appealing and to support the text.
- **Data:** Include relevant data and statistics to support your claims and make the pitch more persuasive. Ensure data is up-to-date and sourced accurately.
- **Branding:** Maintain consistent branding throughout the deck with university colors, fonts, and logo.

By following this structure, you can create a compelling pitch deck that effectively communicates the value of collaboration between the university and industrial partners, paving the way for fruitful partnerships.

## Slide 1: Cover (and introduction)

### Title: University-Industry Partnership: Empowering Future Innovators

#### **Description:**

- Include the university logo, name, and a tagline.
- Add the date and the name of the presenting team or individual.
- Visuals: A high-quality image representing innovation, collaboration, or the university campus.
- You should use this time to introduce yourself and your HEI. Please **keep the introduction very brief** (30 to 60 seconds).

## Slide 2: Introduction to the [University Name]

- Provide a brief overview of the university's history, mission, and vision.
- Highlight key statistics: number of students, faculties, research centers, notable achievements. - You may highlight something grand, like a success story in the topic– in order to capture the attention of your audience.
- Visuals: Campus photos, infographics, or icons representing key statistics.

## Slide 3: Our Vision for Collaboration

### **Description:**

- State the university's commitment to fostering industry partnerships.
- Explain how these partnerships align with the university's strategic goals.
- Visuals: A diagram or flowchart showing the connection between university goals and industry collaboration.

## Slide 4: Benefits for Industrial Partners

### Why Partner with Us?

#### **Description:**

- Detail the specific benefits for industrial partners, such as access to top talent, research collaboration, innovation support, and community engagement.
- Include quotes or testimonials from existing partners if available.
- Visuals: Icons or graphics highlighting each benefit.

## Slide 5: Introducing Business Partner Clubs

### **Description:**

- Describe the concept of Business Partner Clubs, their purpose, and how they operate. Talk about the MoUs
- Explain the different levels or types of memberships and their respective benefits.
- Visuals: A graphic illustrating the structure of the Business Partner Clubs.

# Slide 6: Opportunities for Engagement

## **Description:**

- Outline various ways partners can engage with the university: internships, mentorship programs, guest lectures, research projects, etc.
- Provide examples of successful past engagements.
- Visuals: Photos of past events, charts, or a timeline of engagement activities.



## Slide 7: Supporting Student Entrepreneurship

### **Description:**

- Highlight the university's initiatives to support student entrepreneurship (e.g., incubators, accelerators, competitions).
- Showcase success stories of student-led startups and how industry partners have contributed.
- Visuals: Photos of student entrepreneurs, logos of startups, or success metrics.

## Slide 8: Research and Innovation Collaboration

### **Description:**

- Detail the university's research strengths and focus areas.
- Discuss opportunities for joint research projects, funding, and innovation.
- Visuals: Research lab photos, charts showing research impact, or collaboration models

## Slide 9: Community and Corporate Social Responsibility (CSR)

### **Description:**

- Explain how partnering with the university supports broader community and CSR goals.
- Highlight any ongoing community projects and their impact.
- Visuals: Photos from community events, impact statistics, or infographics.

## Slide 10: Next Steps and How to Get Involved

Provide a clear call to action: how potential partners can get involved, contact details, and the process for joining the Business Partner Clubs.

Include a timeline of upcoming events or opportunities for initial engagement.

Visuals: Contact information, a timeline graphic, or an engagement roadmap.