

## Contest: Sell your Science to Potential Investors

### Call for Pitches

How do you present your breakthrough research and groundbreaking inventions as an attractive investment opportunity?

The development path from lab bench to a successful biotech company is long and requires that you communicate your research to various parties. Especially to obtain funding, partners and market introductions. Your communication skills are essential in order to connect with valuable networks, including venture capitalist and industry experts. During this process, the following question arises: how do you present your breakthrough research and groundbreaking inventions as an attractive investment opportunity? We invite you to answer this question and organize a pitch contest focused on the valorization of research: 'Sell you Science'. We provide a platform and challenge you to transform your cardiovascular research into a pitch for potential investors. Hopefully, herewith you will be better prepared once the opportunity to do so occurs in 'real life'!

With the 'Sell your Science' Pitch Contest we ask you to:

- Describe your research in an understandable manner and as an attractive investment opportunity for potential investors. Keep your text concise, max. 200 words.
- Include necessary information (significance, problem, solution, target market, societal impact)
- Highlight the commercial and societal benefit

### Deadline

Send your pitch before 12th of April to [info@heart-institute.nl](mailto:info@heart-institute.nl) with the subject Contest Young@Heart\_Your Name. The best 5 applications will be selected and informed by the 26th of April. The selected applications are invited to give a pitch presentation of 5 min. during the next Y@H event on the 10<sup>th</sup> of May in Inntel Hotels Utrecht Centre. The way you present is up to you; you may for example use a PowerPoint presentation. The jury will consist of people with various ties to the valorization process. The best pitch will receive the first prize of €500,- and a day within a pharmaceutical company. Second prize is €250,- and third prize is €100,-.

### Selection procedure

The applications will be assessed based on their research quality, creativity, originality, saleability, and commercial as well as societal benefit.