



## ITINERARY SEED FORUM INTERNATIONAL PITCHTRAINING CAMP

Day 1)	
08.30-09.00	Arrival / Registering
09.00-09.15	Welcome
09.15-09.45	General information about the pitch-training camp and the Seed Forum process
09.45-10.00	Plenary presentation round – all participants
10.00-13.00	1 <sup>st</sup> practical run-through of company presentations. Companies in groups – includes video training
13.00-14.00	Lunch, Corrections in pp-slides etc.
14.00-14.15	Documents in the investment process
14.15-15.00	The investment process after Seed Forum and investor terms and conditions
15.00-15.30	Preparation for Due Diligence
15.30-15.45	Negotiation techniques - investors
15.45-16.00	Coffee break
16.00-16.30	How to protect your competitive edge
16.30-17.30	Value drivers and valuations of Seed companies
17.30-18.00	How to present persuasively
18.00-18.30	Dinner
18.30-18.45	The art of international networking
18.45-19.00	Exit strategies and how to work with a corporate finance partner
19.00-19.15	Seed Forum alumni community – membership and services
19.15-21.00	Investor readiness miniature acid test – companies in groups. Focus on exit strategies, Budget figures (3-5years), capital need and milestones for call-inn, creation of value
21.00-22.00	Each participant; run-through of video from presentation with video coach
22.00-	Free time for corrections in presentations and B2B networking..
Day 2)	
08.00-11.00	2 <sup>nd</sup> run-through of company presentations. Companies in groups. Includes session with investor control questions
11.00-11.30	Investor relations
11.30-12.00	Practical information about participation and travel brief
12.00-13.00	Lunch