

Farnborough International Space Show

Launch Pad Pitch Competition – Innovation Award

Entrants must:

- Pitch an innovation centred around the space sector
- Be available on Wednesday 19 March for the competition

Entry Submission:

Please include the following information in your pitch entry:

- 5-slide presentation overview of your team, idea, market and USPs.
- 2 x pieces of supporting evidence. This could be market research, diagrams, case studies etc.

What to include in your submission:

- Information about the innovation, including supporting material on the science employed. The judges will be technically competent, but not necessarily experts in your field. An essay is not needed, but we do need enough information, so we are not left with too many unanswered questions.
- Diagrams will help your submission. Unless the diagram answers all the questions a reviewer may have about the innovation, diagrams should supplement and not replace text.
- Market opportunity for the new capability should be, at least broadly, addressed. We do not need an investor pack, but some awareness of how the innovation can be taken to market will help the judges to assess the impact of the new capability.

How will the entries be marked?

The judges will score applications individually, the panel will then shortlist and invite those successful to the Launch Pad Pitch Competition.

The elements on which the entries will be marked are:

1. **Innovation** - is the entry doing something genuinely original? Has it solved a problem for which there was no good solution? Has it solved a problem in a genuinely novel way? Has it applied new approaches, including new science, to the solution offered?

2. **Impact** - will this new offering have a large or only limited impact? If large, has the team presenting the innovation given any thought as to how this can be achieved (scale-up, resources &c.)? Are there opportunities to apply the solution to other sectors or related problems in other contexts?
3. **Team** - Do the people who have developed the innovation form a balanced team? If not, has thought been given to how to build a team around the new offering?

Pitching - what should you present?

Assuming your innovation is shortlisted, you will need to present to the judges at the show a timed 5-minute presentation with slides and/or video on a slot provided on Wednesday 19 March.

Things to consider:

- The judges have already read your material, but the audience will not, so your presentation should explain your innovation from the ground up.
- Bring as much imagination and energy as you can to the pitch. The judges have read your material and liked it, now you need to bring it to life in front of them and an audience.