

A. Guidelines for 5-Minute Pitch for CAJU next Call for Proposals

1. Understand the Selection Criteria for the Pitch

- Focus on relevance of the technical activities you will present to Call 3 topic(s), CAJU's high-level goals, level of innovation, and impact;
- Highlight how your solution addresses the topic(s).

2. Pitch Structure (example)

- Introduction & Problem Statement (30 sec)
- Your Solution (1 min): Present your innovative solution, emphasizing its novelty, feasibility, and alignment with CAJU objectives.
- Expected Impact (1 min): Quantify the benefits and how they align with CAJU's goals and topic(s).
- Market Opportunity & Scalability (1 min): Explain the market potential, scalability, and wider application of your solution.
- Execution & Timeline (1 min): Outline key phases and milestones of the project with a clear implementation timeline.
- Closing/Conclusion (30 sec)

3. PowerPoint (PPT) Template

- Follow the JU PPT template provided at the registration to structure your pitch. Keep slides simple and visual - use charts/graphics to support key messages.
- Slide Limit: Typically 5-6 slides (Title, Problem, Solution, Impact, Market Opportunity, Timeline/Conclusion).

4. Time Management

- Stay within the 5-minute limit. Practice your pitch to ensure you can deliver it clearly and concisely in the time allocated. You will be stopped after 5 min.
- Avoid overloading slides with text - focus on key points.

5. Selection Criteria for the Pitch

Your pitch will be evaluated based on:

- Relevance to the Call 3 topic(s).
- Clarity and quality of presentation/information.
- Adherence to the template and guidance, being presentation content/number of slides deemed adequate for a 5-min duration.

6. Submission

- Submit your pitch deck by the **deadline i.e. 15 January at the latest** via the **Pitch-registration** form

B. Key Considerations when Preparing Your Pitch Materials

1. Organization Profile

a) Company Overview

- **Organization Name:**
- **Type of Organization:** [Enterprise/SME/Research Institution/University/Others]
- **Contact Person:** [Name], [Role in Organization]
- **Location:** [Country and location of the entity/sub-units relevant to the proposal]
- **Business or Research Area:** [Brief description of core business/industry focus]
- **Annual Budget:** [Total annual turnover/budget]
- **R&D Budget:** [Specific budget allocated to R&D at the relevant unit]

b) Experience in Large-Scale Research & Innovation Programs

- **EU-Funded Research:** experience in EU-funded research initiatives, including previous involvement in programs such as [Clean Sky 2/ Horizon 2020, or other relevant EU Framework Programmes].
- **National Research Programs:** Active participation in national R&D projects within the EU and Associated States, with expertise in [mention specific relevant sectors or technologies, if applicable].

c) Relevant Competencies & Track Record

- **Field of Competencies:** Specialization in [insert specific fields such as aeronautical engineering, green technologies, sustainable aviation, etc.].
- **Relevant Experience:** Proven track record in [research and development, technological innovation, product development, etc.] with a strong focus on [describe the key competencies aligned with Call3 topic objectives].
- **Previous Achievements:** Successfully delivered [specific projects, products, or innovations] in the areas relevant to Call3 topic objectives, demonstrating expertise in [mention key outcomes, e.g., reducing emissions, improving efficiency, or advancing new technologies].

2. Proposed Involvement in next CAJU call (REG, SMR or FTA topics)

a) Link to CAJU Programme and Call topic

Based on the information provided about the upcoming calls, organization's activities which align with Call 3 topic(s). Specifically, involvement in the following:

- **Relevant Technical Domains:** expertise in [to be completed] directly links to the [specific topic – pls specify topic of interest]. Testing facilities

- **CAJU Thrust and possible contribution/links to CAJU Projects (Phase 1 and Call 3):** [Provide specific details on which parts of the CAJU programme and projects your work is already connected or will be connected to];



3. Technical contribution

- **Scope of Contribution:** Contribute through [mention specific tasks, such as the development of new technologies, prototypes, or testing / integration processes] that align with the Call3 topic objectives of [insert relevant applicable goals such as sustainability, innovation, environmental impact reduction, etc.] and how they contribute to the objectives, to innovation, impact and CAJU Programme High Level Objectives.
- **Key Deliverables:** The major deliverables from our side will include [briefly outline key milestones]. We will contribute to [specific work packages or tasks] within the call topic and/or CAJU Programme, ensuring integration with other partner efforts.
- **Timeline:** describe how the technical activities will unfold across the topic timeline
- **Expected Benefits and exploitation** describe how your involvement in the Call topic will provide a range of benefits, contributing to both the technical objectives and broader goals of CAJU Programme.

¹ Please note that the amendment to the CAJU Work Programme 2024-2025 outlines strategic priorities, specific research and innovation activities, funding opportunities, and timeline. It also includes the call text document for Call 3, which lists the topics, detailed descriptions, and funding values. This amendment is pending approval by CAJU Governing Board on 13 February 2025.