

[European American Enterprise Council](#) representing ENRICH in the USA – a European Commission funded initiative, with the support of the Delegation of the European Union to the US, the University of Texas, EU country delegations, and the SXSW team, has selected 10 European early-stage tech startups for its new program.



For more information about ENRICH in the USA objectives and activities, please visit our website at <https://usa.enrichcentres.eu>



ENRICH Your SXSW Experience! Pitch, Meet, Demo & Immersion Week at SXSW 2019

Updated and Detailed Agenda:

- Friday 03/08 2:00 - 5:00 pm: Training and mentoring in oral presentations; with a dozen of mentors from the Austin Community and from the University of Texas, at **UT IC² Institute**, 2815 San Gabriel St, Austin, TX 78705 ([map](#)).
- Saturday 03/09 9:00 am - 12:00 pm: Pitch training class at the **EU@SXSW House, Palm Door on Sixth, 508 E 6th St**, ([map](#))- with Dave Mosby, EAEC trainer responsible for the US Capital Access program, plus special guests.
- Saturday 03/09 12:00 - 3:15 pm: Pitch at the **EU@SXSW House** in front of Silicon Valley and Austin investors (business angels and institutional/corporate investors), as well as the local accelerator Capital Factory.
- Saturday 03/09 3:30 - 5:30 pm & 6:30 - 9:30 pm: Demo showcase at the Demo Deck of the **EU@SXSW House**, also during the evening cocktail event.
- Sunday 03/10 11:00 - 5:00 pm: Demo showcase at the Demo Deck of the **EU@SXSW House**.
- Sunday 03/10 3:00 - 4:00 pm - Joint presentation / panel of ENRICH-UT at the **EU@SXSW House**, on "Transatlantic Research, Innovation and Entrepreneurship - The Roles and Economic Impacts of Universities".
- Sunday 03/10 5:00 - 9:00 pm: **At Fogo de Chão** (309 E 3rd St - restaurant roof across from the convention center) for the Entrepreneurs' Lounge Meat Up networking event.
- Monday 03/11 11:00 am - 6:00 pm: Demo Day at the **SXSW, Austin Convention Center, Exhibit Hall 1 for Startup Spotlight** (on 500 sq ft of dedicated shared space). One Exhibitor Badge included.
- Tuesday 03/12 and Wed 03/13: Different tours of the local ecosystems are being scheduled eg. accelerators, universities (eg. UT), investors, corporates, unicorns, government agencies, etc.

Confirmed: Tuesday 03/12 10:00 - 11:30 am and Wednesday 12:00 – 1:30 pm at **Capital Factory**, 701 Brazos St, Austin, TX 78701, USA ([map](#)) Tour/Visit and conversation with Ali Syed, International Partnership Coordinator, and Fred Schmidt, Director, International Affairs.

The 10 selected EU startups (Pitch session 1):

[Crowdaa](#), France [TriLAB Group](#), Czech Republic
[Evado AB](#), Sweden [Cyberly AB](#), Sweden
[Listen!](#), France
[Phonexia](#), Czech Republic
[Pixadome](#), Sweden
[SpotIn AB](#), Sweden
[The Fit AB](#), Sweden
[Joynit](#), France

Other EU startups also pitching on Saturday (Pitch session 2):

[Altheria Solutions](#), Belgium [EventX](#), Netherlands
[Groover](#), France [Eventpeak](#), Netherlands
[Alpha.One](#), Netherlands [Nubigon](#), Austria
[Outlander Materials](#), Netherlands
[The Helia](#), Netherlands



GREEN AND SPIEGEL LLC



The University of Texas at Austin
IC² Institute
Office of the Vice President for Research

Pitch Panel & Judges

Fred Schmidt
Director of International Affairs
Capital Factory



Javaughn Lawrence
Investor
Eniac Ventures



Sergio Marrero
Principal
Venture University



Sabya Das
Partner
Moneta Ventures



Angelo Del Priore
Partner
HP Tech Venture



Jennifer Danner Riccardi
Senior Trade Advisor,
Delegation of the EU in DC



Zac Rowley
Managing Partner
ETS*Z



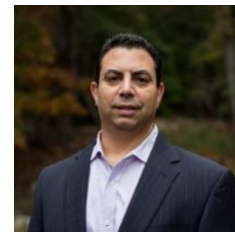
Ron Croen
Partner
You & Mr Jones Brandtech Ventures



Jonhson Nakano
General Partner
Decipher Capital



Kevin Kaplan
Chief Investment Officer
TexKap Equity Investments



Piyush Puru
VP & Head of Brand Capital US



And many other investors attending...

More information for all the startups pitching on Saturday

SLIDE DECKS: SEND US YOUR FINAL POWERPOINT SLIDES (PPT and PDF) BY THURSDAY MARCH, 7!!

Also, please have a key with you that day with your slides on it (PPT and PDF) as a backup. Plan.

We will use our master computer to display your slides at the program. You must use our computer on site. We will have a full AV set up.

Please use your slides to provide information that includes (in this order as much as possible)

1. Introduction: What is your venture and what market/industry do you serve (consumer/enterprise, banking/hospitality/etc.)
2. What is the challenge or problem do you presently solve and will you solve in the USA, and why now (EU and US market data is expected)
3. What is the opportunity (size of market TAM/TOM/SOM in \$ - metrics are important)
4. Why should anyone trust you or invest in you. List Founders/Partners, Management and Advisors: serial entrepreneurs, resumes, schools, success and achievements (even personal).
5. What is your solution or technology
You may show a 30 sec. video of product, service or app if appropriate.
6. How do/will you beat out competitors (you may introduce a Marketing Mix 4P diagram and/or a Sales & Marketing Radar Chart)
7. Who are actual customers or partners and what is their response or benefit of your product (present short business cases and show testimonials)
8. How much did you raise and how much are you seeking

PITCH SESSIONS FORMAT AND NETWORKING

The startups pitching are listed in order of presentation in the agenda. There will be two sessions separated by a 5 min coffee break. Each session will start with a 20 minute panel/presentation; followed by startup pitches consisting of a 4 minute pitch and a 2 minute q&a with the panel/judges.

The pitch session are followed by a networking event at the Demo Deck (demo tables) so startups and investors can spend more time together and engage in more in depth conversations.

PERFECT PITCH TRAINING CLASSES FOR PITCH PARTICIPANTS

Saturday 03/09 9:00 am - 12:00 pm at the EU@SXSW House.

Perfect Pitch workshop by Dave Mosby, e2i Academy and Keiretsu Forum Academy

More about Dave:

https://www.youtube.com/watch?v=fk_ly7kS8zl

<http://www.keiretsuforum.com/news/articles/keiretsu-entrepreneurship-academy-coming-to-north-bay>

ENRICH IN THE USA PITCH AWARDS

The European American Enterprise Council team and the judges will listen to all the pitches and rate them using 5 criteria:

- 1- Overall flow respect of time fluidity and excitement brought in the presentation
- 2- Originality, uniqueness and potential of concept/product
- 3- Clear vision and plan, focus, metrics and scalability
- 4- Impact - will it impact/improve our world
- 5- Team experience/expertise/background - can you clearly deliver on your promise

First prize:

Direct Interview to:

- 1- ENRICH in the USA Business Acceleration Program - Post CES San Francisco/Silicon Valley Immersion Week included.
- 2- PR/Media Training & Support Program

Second Prize:

Direct Interview to:

ENRICH in the USA Business Acceleration Program - Post CES San Francisco/Silicon Valley Immersion Week included.

Third Prize:

Direct interview to:

ENRICH in the USA post CES San Francisco/Silicon Valley Immersion Week

Small ceremony to announce the winners at 3:30 pm at the Demo Deck.

More information for the 10 EU selected startups showcasing their products/technologies

DEMO TABLES AT THE EU@SXSW DEMO DECK FOR THE 10 SELECTED EU STARTUPS

Time slots: Sat 03/09 3:30 - 6:00 pm, Sat 03/09 6:30 - 9:30 pm, Sun 03/10 11:00 am 2:00 pm, and Sun 03/10 3:00 pm - 5:00 pm. Pick your 2 slots!

Five High-boys tables with screens will be made available for the 10 selected EU startups.

You can bring any items for your table such as computers and roll-ups/banners, and a brochure / business card holder. Bring own table linens with printed logos to cover the table if you want. Bring your own extension cords. We will have only a few outlets available.

BOOTHS AT STARTUP SPOTLIGHT AT SXSW AUSTIN CONVENTION CENTER HALL FOR THE 10 SELECTED EU STARTUPS

Date: Monday 03/11 9:00 am - 6:00 pm.

Set-up: 5 booths to be shared by the 10 selected EU startups – with one shared table on each booth.

You can bring any items for your shared table such as computers, a flat screen, roll-ups/banners, and a brochure / business card holder. Bring your own table linens with printed logos to cover your half table if you want. Bring your own extension cords. We will have an EU/EAEC/ENRICH branded backdrop for each booth, but we will not provide any signage for you. We have ordered electricity drops.

VERY IMPORTANT! : More information on accesses, passes and badges

For all the participants:

- 1- To enter the EU@SXSW House and access its different programs, please register yourself here and apply for each program separately (Eventbrite pages):

<https://euinaustin.org>

Examples:

<https://www.eventbrite.com/e/eu-startup-pitching-tickets-57099037759>

<https://www.eventbrite.com/e/eusxsw-opening-reception-tickets-57225459891#tickets>

<https://euinaustin.org/program/transatlantic-research-innovation-and-entrepreneurship-the-roles-and-economic-impacts-of-universities/>

- 2- Passes/Badges: The 10 SXSW Exhibitor Passes will be handled early Monday morning at the Convention Center (for the 10 selected EU startups exhibiting at Startup Spotlight). In regards to the SXSW Interactive Badges, please talk to Sebastien Torre on Saturday regarding your next steps (i.e. email confirmation), if possible after the pitch session – Sebastien is also reachable at storre@eaecouncil.com or +1 (619) 382-8442.