How to Prepare a Competitive Pitch Deck

“Turn your smart-city idea into a winning story”

METACITIES

JOINT HACKATHON 2025

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What Makes a Winning Pitch

A pitch is not a report; it's a story about impact, people, and progress.

Focus on what matters:

- **Clarity** – simple and visual
- **Feasibility** – realistic demo, scalable vision
- **Innovation** – use of digital twins / metaverse / data
- **Impact** – measurable benefits for citizens & cities
- **Teamwork** – cross-border collaboration

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The NABC Framework

Element	**Guiding Question**	**Focus**
N – Need	What urgent problem are you solving?	Start with real pain or data.
A – Approach	How do you solve it?	Show prototype / concept.
B – Benefits	What value or impact do you create?	Quantify outcomes.
C – Competition	Who else tackles it and why you?	Show your advantage or synergy.

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N = Need

- **Begin with a relatable urban pain point.**

- **Use a striking fact or story.**
  - ➢ **“40% of city energy is lost every day – equal to €2M wasted annually.”**

- **Explain who is affected and why now.**

- **Connect it to the smart-city theme: mobility, energy, or planning.**

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A = Approach (Demo Integrated)

- **Present your solution clearly – one idea per visual.**
- **Show a short prototype video (30–45 sec) or a physical prop.**
- **Highlight:**
  - **What your solution does?**
  - **How it works in practice?**
  - **Why it's feasible and testable now?**

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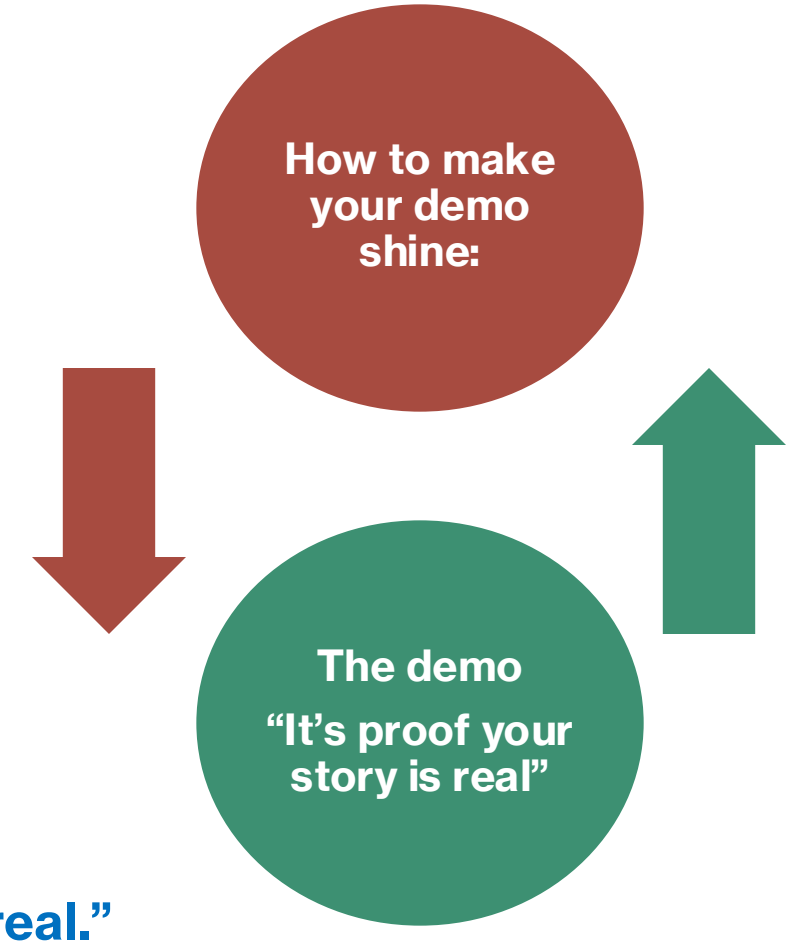
Demo Integration Checklist

How to make your demo shine:

1. Keep it short – under 45 sec
2. Narrate while it plays
3. Focus on the result, not the tech
4. Integrate naturally (“Here’s how it looks in action...”)
5. Have a backup slide or image
6. Test audio/video before the session
7. If using a prop – keep it simple and ready



Pro tip: “The demo is not an interruption; it’s proof your story is real.”

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B = Benefits

- **Quantify impact:**
  - ➢ **“Reduces CO_2 emissions by 18%.”**
  - ➢ **“Cuts travel time by 30%.”**
  - ➢ **“Improves accessibility for 1000 citizens.”**

- **Show both functional and social benefits.**

- **Link to EU sustainability & inclusion goals.**

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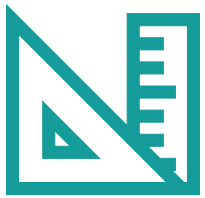
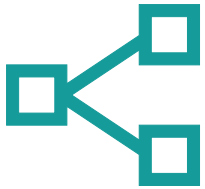
C = Competition & Differentiation



- **Acknowledge existing solutions.**

- **Explain your edge or complementarity:**
  - ➢ **More affordable**
  - ➢ **Easier to deploy**
  - ➢ **Region-specific**



- **Show readiness to collaborate with municipalities or EU partners.**

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Hook & Offer

- **Hook: Start strong – surprise or inspire.**

  “What if cities could predict their future before building it?”

- **Offer: End clear and confident.**

  “We empower Southeastern European cities to become efficient, inclusive, and future-ready.”

- **Call to Action**

  “Join us to pilot this solution with METACITIES partners.”

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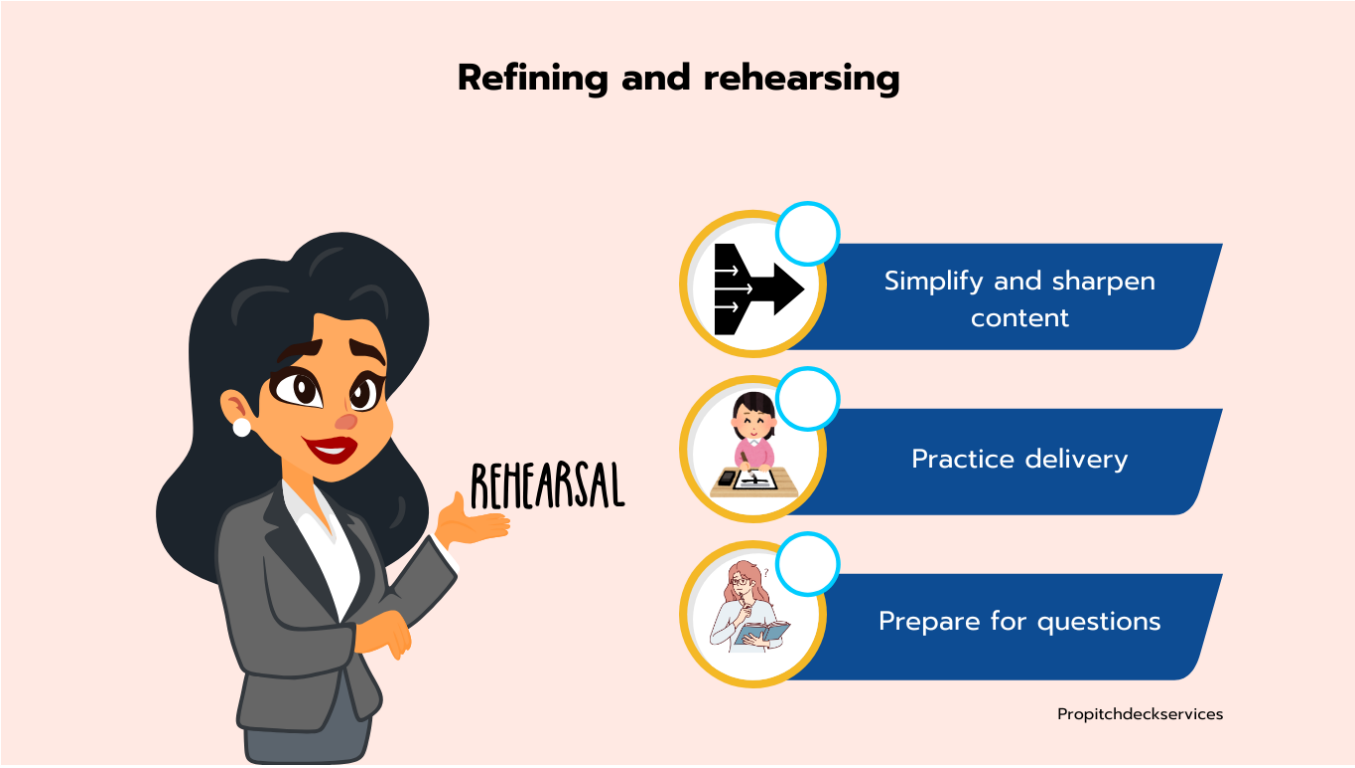
Delivery & Q&A Tips

Delivery:

- Speak with energy and eye contact
- Use visuals, not text blocks
- Rehearse timing – 4 min goes fast
- Smile – confidence is contagious

Be ready for questions:

- How soon can this be tested?
- What's your unique advantage?
- Who benefits first?
- How do you ensure inclusion & safety?
- What do you need next?



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Call for METACITIES Joint Hackathon

Description of the Challenge with the Guidelines for your Pitch

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