

The Art of Pitching *Life's a pitch*

Learn all the do's, don'ts, tips and tricks around pitching a product, service or business idea during this interactive pitching workshop. The focus will be on pitches to venture capitalists and other investors with a purpose of acquiring funds as well as sales pitches to (potential) customers (b2c and b2b).

Our expert panel (see below) will start with sharing some theory and their day to day experience around the types of pitches, the purpose of a pitch, the ingredients of a perfect pitch, the deadly sins of pitching and examples of successful and unsuccessful pitches.

Subsequently, attendees will be given the possibility to pitch for a maximum of 3 minutes during the workshop. Our expert panel will give on the spot feedback on how to improve your pitching skills and how to perfect your pitch. All attendees will be invited to share their thoughts throughout this interactive workshop.

Programme

17:30 Registration
18:00 Start Workshop
20:00 Drinks, bites & networking
21:30 End

What is the Startup and SME Academy?

The Dutch Chamber of Commerce Singapore (DutchCham), the Association of Dutch Business people (ADB) and the Embassy of the Kingdom of the Netherlands have joined forces to organize a series of interactive events under the name **Startup and SME Academy**. With the Academy, DutchCham, ADB and the Embassy strive to consolidate their efforts to provide relevant content and networking opportunities for the Dutch professional Startup and Small and Medium-sized Enterprises (SME) community in Singapore and for local stakeholders keen on working together with Dutch Startups and SME's.

The events will be aimed at sharing knowledge and experience as well as inspiring entrepreneurs and SME's to potentially enhance their business. There will be rotating lunch and evening sessions.

- ✓ Lunch sessions are focused on sharing knowledge and experience. Each session will be led by one or more experts regarding a particular topic with plenty of time for questions, discussion and networking.
- ✓ Evening sessions are focused on networking, inspiring and pitching. During each session one or more speakers will share their knowledge and experience about a specific topic, industry or business skill. Attendees will also have the possibility to pitch a business idea after the speaker (max. 3 min) and receive on the spot feedback. At the end of the evening there will be plenty of opportunities to network during the drinks.

Expert Panel Members



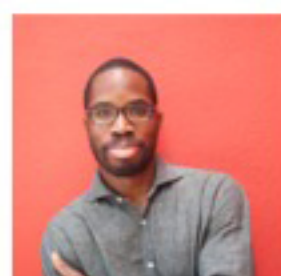
Mr Hans Akerboom, Deputy Head of Mission of the Embassy of the Kingdom of the Netherlands in Singapore

Since 2014 Hans Akerboom is the Deputy Head of Mission of the Embassy of the Kingdom of the Netherlands in Singapore. As the Head of the Economic Section at the Embassy he is overall responsible for trade, innovation and investment. Hans is a career diplomat; worked and lived in Angola, Yemen and Ethiopia. Prior to Singapore Hans worked as the spokesperson for Lilianne Ploumen, Dutch Minister of Foreign Trade, and for Minister Rosenthal, former Dutch Minister of Foreign Affairs. In his role as spokesperson he advised both Ministers in the field of media approach, communication, image building, storytelling, etc. in order to ensure that public announcements were made in the most effective way and through the most appropriate channels to maximize the impact of favorable messages, and to minimize the impact of unfavorable messages. Hans studied History and Economics and received formal training in journalism, communications, public relations and public affairs.



Mr Joeri Gianotten, Founding Partner at AccelerAsia

Joeri Gianotten is a Founding Partner at AccelerAsia, an independent venture incubation and acceleration firm from Singapore. AccelerAsia assists fast growing technology companies from the US, Europe and Israel to become successful in Asia. AccelerAsia is specialized in the Mobile, Technology and Internet sectors where we have an extensive network and experience. Joeri has a proven track record in building regional sales organizations. Joeri launched ammodo, a global Software as a Service company in Asia and served as its managing director for 3 years. Prior to ammodo Joeri was head of business development Asia Pacific for RBS Worldpay, the global leader in online payments. Joeri also served as Director Asia Pacific for the Red Herring, leading technology magazine and launched its conference business in Korea and China. Joeri holds a BA with honors from Haarlem Business School, Netherlands and Yonsei University, Korea and an Executive MBA from NUS/UCLA Business School.



Mr Michael Lints, Venture Partner at Golden Gate Ventures

Michael Lints is Venture Partner at Golden Gate Ventures. Golden Gate Ventures is an early-stage VC firm in Southeast Asia with over 25 investments to date. Michael studied Management and Control of information science. After his graduation, he worked briefly as a project manager at one of the largest insurance companies in the Netherlands, after which he started his own IT business. In 2007, Michael founded his own venture fund focused on Dutch SME's before joining Golden Gate Ventures as a venture partner. Michael has had various positions on a societal and administrative level as a result of which he has been able to build an extensive international network. Michael is a former vice chairman of the Economic Development Board Rotterdam and studied Financial Analysis for Business Valuation, and Private Equity and Venture Capital at Harvard Business School. Michael has over 14 years entrepreneurial and managerial experience. Michael has various hobbies. Sports is one of his favourites. He was a member of the Dutch Karate Team for 3 years during his late teens. He loves to run and cycle. In 2012 to 2014 Michael ran the marathons of Rotterdam and New York.

Timing

Monday 16 May 2016, 17:30pm – 21:30pm

Venue

AccelerAsia office, 30 Bukit Pasoh Road, Singapore, 089844

Who is this event for?

Every participant is asked to prepare a short pitch of maximum 3 minutes to present during the workshop. You may be asked to present your pitch during the workshop. However, please note that we may not be able to accommodate all attendees to pitch during the workshop.

Due to the limited places and the interactive nature of the workshop, registrations are subject to space availability and are accepted on the basis of the attendee's motivation.

Registration

Please use the link to register and to fill out your motivation to attend this workshop.

Registration fee:
DutchCham/ADB Members: S\$25
Non-Members: S\$40

For DutchCham or ADB membership options please use the links below.

For questions send an email to mirjam.hansen@dutchcham.sg

Drinks and bites will be served.
No shows will be charged.

This event is sponsored by

