

MATCHMAKING PITCH

OBJECTIVE: PRESENT YOUR
IDEA/CONSORTIUM IN JUST
A FEW WORDS, TO FIND
NEW PROJECT PARTNERS.

Matchmaking events (EXAMPLES)

Often organized by Clusters



EUROPEAN UNION Greenet
#HorizonEU
HORIZON EUROPE
GREENET BROKERAGE EVENT
CLUSTER 5
CLIMATE, ENERGY & MOBILITY
6 May 2025
REGISTER NOW
in collaboration with Net4Society

6 May 2025
Brussels, Belgium
GREENET Brokerage Event
for HE CL5 2025 calls

CL5



HORIZON EUROPE
CLUSTER 6
BROKERAGE
27 May 2025

CL6

27 May 2025
00-322 Warsaw, Poland
66 Krakowskie Przedmieście Street
National Institute for Culture and Rural
Heritage
Horizon Europe
Brokerage Event for
Cluster 6 - Calls 2025

Register now



KETs* 2025 X **360 Grand Est**
EU Brokerage Event in Horizon Europe
20 May 2025
Strasbourg, France
Conferences & Bilateral
B2B Meetings
*Key Enabling Technologies

CL4 + CL5



Free
SMI2G
Security Mission Information & Innovation Group
2025 Brokerage Event
6 & 7 May
Conseil régional d'Île-de-France (Paris / St-Ouen-sur-Seine)
SMI2G Brokerage 2025 Event - REGISTRATION HAS
OPENED!

CL3

Matchmaking events Format and Objectives

- **Present** your organization/idea (e.g., in 3 minutes)
- **Find new project partners** to form/reinforce your consortium
- **Learn** about funding opportunities
- **Discuss** your project idea with others

- Online or In-person



Matchmaking

Components of an effective pitch

Identification and Contact Details

Clearly state who you are and how to find you

Role Clarity

Explicitly state the role you want to have (coordinator, beneficiary, user, use-case)

Existing Alliances

Highlight existing collaborations

Funding Experience

List previous involvement in EU-Funded projects

Focused Topic Selection

Clearly define a small set of topics to demonstrate focus

Problem-Solution Alignment

State problem and your proposed solution

Your Impact

Describe how your participation can impact the project

Expertise and Skills

Highlight relevant expertise, and multidisciplinary capabilities

Team Visibility

Showcase experienced team members and stakeholders within your organization

Concise Conclusion

Summarize key take-aways clearly

Matchmaking

How to make your pitch stand out

Value Addition

Clearly communicate the unique value your participation brings.



Trust and Credibility

Leverage past successful experiences and project involvement to build trust.



Storytelling

Engage your audience by structuring your pitch as a compelling narrative of problem-solution-impact.



Energy and Engagement

Maintain high energy and enthusiasm throughout your delivery.



Simplicity and Clarity

Avoid excessive details and overly technical explanations that risk losing audience attention (1-slide).



Practical Tips & Tricks

Discussion on Do's and Don'ts

Do's:

- Familiarize yourself with the general requirements of Horizon Europe & the different forms of participation
- Read carefully the topic(s) of interest & the expected outcomes
- Highlight your specific expertise & contribution to the expected outcomes
- Clearly communicate your needs to ensure the consortium has the necessary skills and resource coverage (sharpen your wishlist)
- Use the event template while ensuring enough institutional visibility (logo)
- Practice your pitch in advance and master timing

Don'ts:

- Don't forget to balance your pitch – highlight partners benefits
- Don't diverge from the topic(s)
- Don't forget the weblinks (organization, previously funded projects, contact information)
- Don't pitch too broadly (many topics – unclear roadmap/strategy)
- Don't come across as a salesperson, focus on genuine collaboration
- Don't miss a strong closing, trigger feedback

IMPORTANT DATES



- Cluster 1: Health
EC Info Day (online) 22 May + HNN3.0
Brokerage (online) 5/6 May
- Cluster 2: Culture, Creativity & Inclusive Societies
EC Info Day (online) 15 May
Net4Society Brokerage (online) 16 May.
- Cluster 4: Digital, Industry & Space
EC Info Day (online) 13/14 May
- Cluster 5: Climate, Energy & Mobility
EC Info Day (Brussels & online) 6 May
GREENET Brokerage (Brussels) 6 May
- Cluster 6: Food, Bioeconomy, Natural Resources, Agriculture & Environment
EC Info Day (online) 20/21 May
Care4Bio Brokerage 27 May (Warsaw)
Applicant Training 28 May (Warsaw)
- WIDERA – EC Info Day (online) 20 May
- EU Missions – EC Info Day (online) 22/23 May
- MSCA Doctoral Networks – EC Info Day (online) 24 June
- Research Infrastructures – EC Info Day (online) 19 May
- EIC Pathfinder – EC Info Day (Brussels & online) 4 April

Luxinnovation Horizon Europe Day 2025
11th/December/2025

European Funding Team



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