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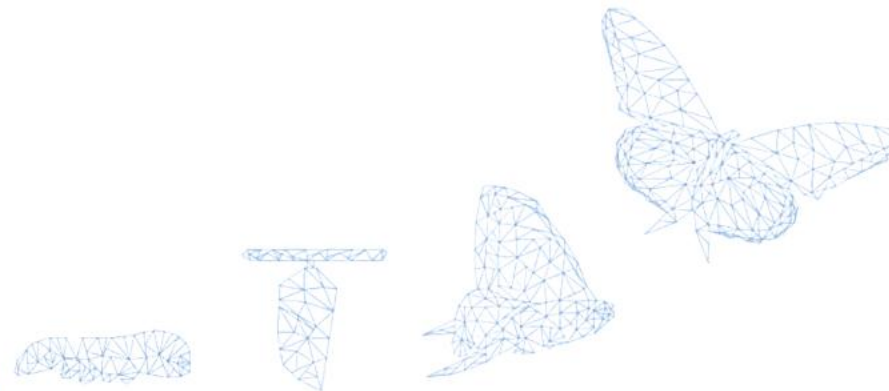


PITCH SMART! PREPARING FOR MATCHMAKING

Horizon Europe project LUKE
“Linking Ukraine to the European
Research Area – Joint Funding and
Capacity Building Platform
for Enhanced Research and Innovation
Cooperation”

*Dr. Inese Gavarane, M.Ed., MBA
Centre for Social Innovation (ZSI), Austria*

Online workshops for researchers
28 November and 1 December 2025



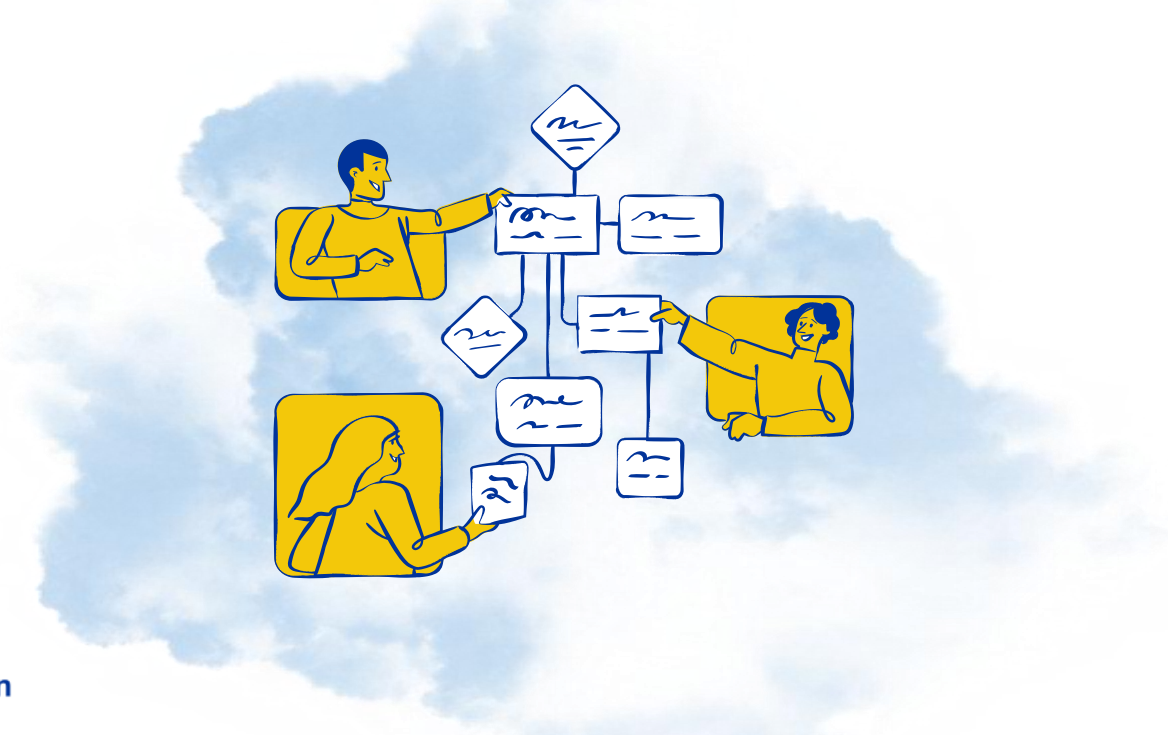
About project

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Key objectives of the LUKE project



- To organise a joint call for proposals to fund transnational R&I projects with Ukrainian participation.
- To enhance the country's research and innovation capacities.



Knowledge hub



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Agenda

- Background
- Matchmaking in practice
- Research pitch preparation
- Research pitch
- About matchmaking in Lviv

Please write in the chat:

Your institution, research field and city

Humanities
 Rivne State
 Lviv Polytechnic
 National University
 University of Humanities
 V.N. Karazin Kharkiv
 National University
 Rivne
 Startup hub for schoolchildren
 Kherson State Chemistry
 Kharkiv
 University, Philology, Ivano-Frankivsk (Kherson)
 Institute of Higher Marketing Robotics
 Education of the National Academy of Educational Sciences
 National University
 of Water and Environmental Engineering (Rivne)
 Kyiv National Economic University named after V. Hetman
 Ivan Franko National
 University of Lviv
 Kyiv
 Management and Logistics
 Kherson
 entrepreneurship
 LVIV

Please write in the chat:

Why is science-business collaboration important?



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Science-business matchmaking

How to connect researchers and companies and who could benefit from working together?

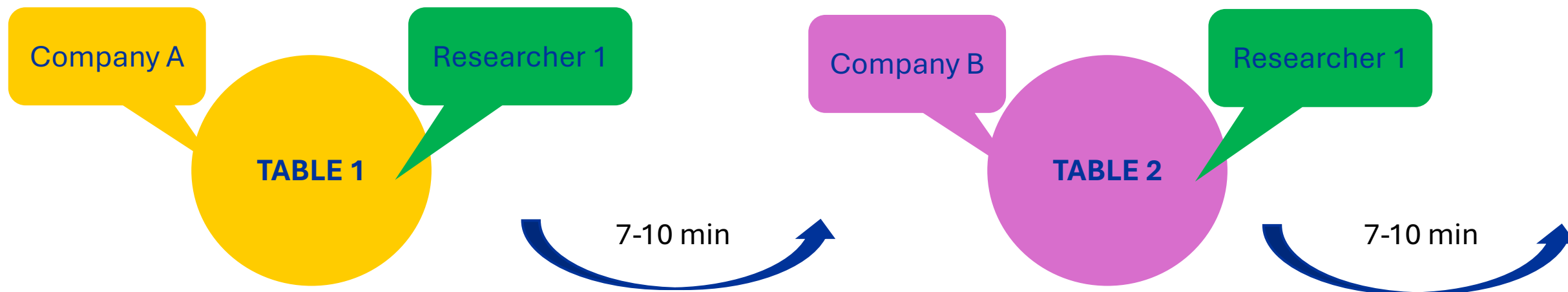
- Supporting researchers find companies that need their knowledge
- Supporting companies meet experts who can solve problems
- Creating a space where both sides can exchange ideas openly
- Turning first conversations into partnerships, projects and new opportunities

Why it matters?

- It bridges the gap between science and industry
- It builds trust and long-term collaboration
- It helps innovation develop faster
- It saves time for everyone

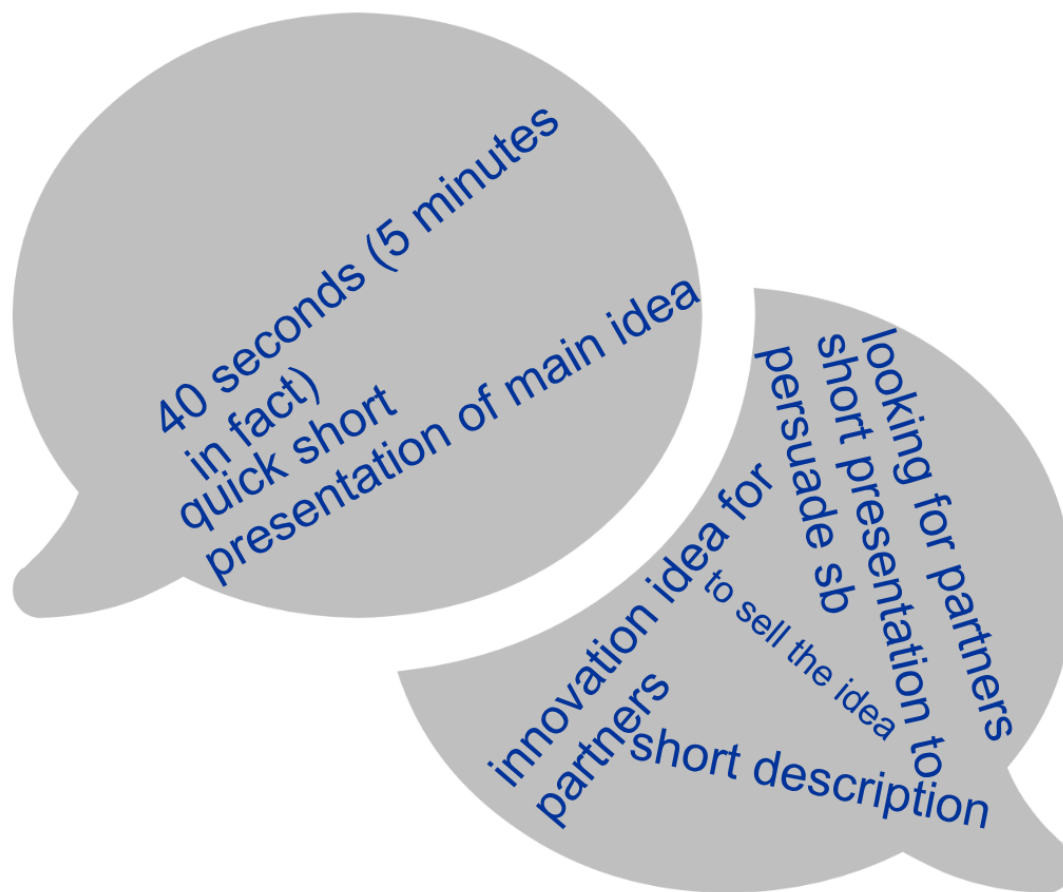
Science-business matchmaking is not about “selling.”
It is about finding the right partner and starting value-added collaboration.

Matchmaking in practice



Time	Table 1	Table 2	Table 3
14:50 – 15:00	Com. A & Res. 1	Com. B & Res. 3	Com. C & Res. 2
15:00 – 15:10	Com. A & Res. 2	Com. B & Res. 1	Com. C & Res. 3
15:10 – 15:20	Com. A & Res. 3	Com. B & Res. 2	Com. C & Res. 1
15:20 – 15:30	...	Com. B & Com. A	...

Please write in the chat: 3 words that come to your mind hearing “research pitch”



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Research pitch: why is it important?

Companies do not know what you do and what you can!

Explain your work in a simple way → companies will understand:

- how your research can help them,
- what problems you can solve,
- why they should talk to you.

A pitch opens the door

Research pitch: why is it important?

A strong pitch makes you:

- memorable,
- clear,
- easy to work with.

Companies bring:

- practical problems,
- real data,
- testing opportunities,
- markets for your solutions.

A research pitch helps you link your research to real use.

**Many researchers have good ideas.
Few can explain them in a simple way.**



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Getting started (preparation)

**To structure a research pitch – prepare up to 4 printed slides
(can be several copies to give to the companies during the matchmaking)**

- The focus lays on science-business collaboration possibilities
- Make sure you point out the most important information

Tips for slides

- Slides have to be informative, not just nice-looking pictures
- Slides should support you delivering the research pitch
- Make proper use of diagrams and graphics and check the content, remove if they contain too much details (requiring more time for explanation)
- Avoid overloading the slides with information – the counterpart should listen to you rather than read the slides

Slide 1: Introduction

Who are you?

What technologies, knowledge or services are you offering?

Short **introduction about you and your organisation** (2 sentences), including links on webpage and e.g., your LinkedIn profile (logos, photo...)

Describe in a few words **the know-how you offer**, incl. your research field



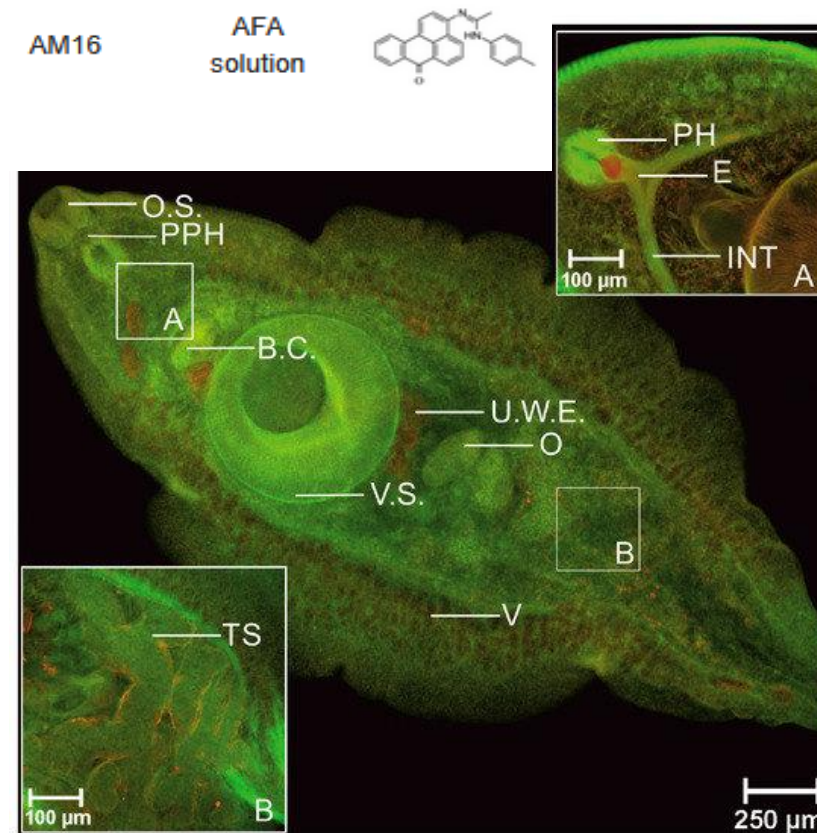
ASK COMPANY REPRESENTATIVE ABOUT THEIR NEEDS AND
CHALLENGES BEFORE PRESENTING SLIDE 2.
BE FLEXIBLE AND LISTEN 😊



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Slide 2: More about your offer

- Before preparing a slide, learn more about requests from companies and their profiles
- Give a clear and short overview of the current know-how you offer (less terminology)
- Photos, schemes, graphics...



New luminophore for the parasitology studies
Rubenina et al., Biomolecules. 2021.

**Is this a good example
for a research pitch?**

Slide 3: Your expectations

State clearly what you expect from the collaboration with the company.

Why are you looking for a business partner?

For example:

- exchanging know-how, service provision
- looking for commercialization partner
- common R&D projects
- exploitation of research results
- licensing of technologies/IP, technology transfer
- production / infrastructure / internship...



Slide 4: Your team, experience, contacts

- Your team photo and short description (focus on expertise)
- Selected examples of projects, patents...
- Your contact details



During research pitch

Start with one short sentence

**WHO YOU ARE AND
WHAT YOU DO
FOR WHAT PROBLEM/PURPOSE...**

- It is all about the WHAT and WHY, problems to solve/address, before the HOW (know-how details)
- Be direct
- Be short
- Be clear



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Tips for presenting

- Focus on 1-2 particularly important objectives and/or examples instead of trying to get across too many messages during the research pitch.
- Take particular care with the first and the last sentence (for a captivating start and a lasting impression of your final statement).

Final statement examples: “Can we have a short call next week?”

“May I send you a short summary?”

“Would you like to visit our lab?”

“Who in your team should I speak with?”

[ASK A BUSINESS CARD. HAVE A NOTEBOOK AND PEN 😊]

- Avoid empty words/filling phrases such as “basically”, “obviously”, “as I already said before”

BE AUTHENTIC, BE EXPRESSIVE, HAVE FUN!

Additional information: EURAXESS support for academia-business-engagement

EURAXESS
Researchers in motion

Home Jobs & Opportunities Living & Working in Europe Career Development Initiatives Network ERA Talent Platform

You are here: Home > Career Development > resources and tools > engagement tool (obsolete)



Interact: academia reaching out to business

Academia-Business engagement

Close collaboration between research, education and innovation is vital for the realisation of European Research Area (ERA).
In this section you will find resources and information to support the engagement between academia and business.

Are you an academic institution

wanting to learn what kind of activities you could organize to have a closer cooperation with business employers?
[See what engagement activities you could do](#)
wanting to empower your research staff for engaging with business



<https://euraxess.ec.europa.eu/career-development/organisations/resources-and-tools/engagement-tool-obsolete>



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Engagement activities

JOINT RESEARCH WITH BUSINESS	+
COMMERCIALISATION OF R&D	+
TEMPORARY MOBILITY	+
INDUSTRIAL PHD	+
SHARING INFORMATION ON JOB OFFERS	+
DOING CONSULTANCY WORK FOR A BUSINESS ORGANIZATION	+
SHARING RESEARCH INFRASTRUCTURES	+
CAREER DAYS	+
ALUMNI NETWORKS	+
INDUSTRY MENTORING PROGRAMMES	+

<https://euraxess.ec.europa.eu/career-development/organisations/resources-and-tools/engagement-tool/activities>



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Science-business matchmaking in Lviv

Date & time: 4 December 2025 from 13:30 till 17:00

Address: Lviv Polytechnic National University, 12 S. Bandera Street, Lviv, 2nd floor, Audience 214

Organisational matters: anastasiia-bohdana.kutsa@civitta.com

Research pitch preparation: gavarane@zsi.at



ФОРМУЛА УСПІХУ
НАУКА + БІЗНЕС
MATCHMAKING - ПОДІЯ

• Львів | 4 грудня | офлайн •

Організатори:

Фінансується
Європейським Союзом

Співорганізатори:





Інформаційний партнер:

Центр
Економічного
Відновлення



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Project partners:



Project coordinator



DLR Projektträger

Germany

Responsible for implementation of the capacity building

ZENTRUM FÜR SOZIALE INNOVATION
CENTRE FOR SOCIAL INNOVATION



Austria

DEMOCRACY X
TECHNOLOGY, SOCIETY & SUSTAINABILITY

Denmark

civitta

Ukraine
Lithuania



Ukraine



Ukraine



Ukraine

R&I Funding Agencies



NATIONAL RESEARCH
FOUNDATION
OF UKRAINE

Ukraine



Czechia

FWF Austrian
Science Fund

Austria



Austria



Latvian Council of Science

Latvia



Estonian
Research Council

Estonia



Romania



NATIONAL SCIENCE CENTRE
POLAND

Poland



Moldova



Georgia



TÜBİTAK

Türkiye

Ministries



MINISTRY
OF EDUCATION AND
SCIENCE OF UKRAINE

Ukraine



Federal Ministry
of Research, Technology
and Space

Germany

Associated partners



Deutsche
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German Research Foundation

Germany



Swiss National
Science Foundation

Switzerland



Research Council
of Finland

Finland



GEORGIA'S INNOVATION &
TECHNOLOGY AGENCY

Georgia



Romania



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E-mail: gavarane@zsi.at

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About project