



# **NEW ENERGY CHALLENGE**

Rockstart  YES! DELFT UNKNOWN

**GUIDELINES PITCH FINALS  
NEW ENERGY CHALLENGE 2024  
FINALISTS**



On the 19th of November starting at 8:30 am all finalists will pitch their Collaboration Proposal of the New Energy Challenge during the Finals Day in front of a jury that will choose the winners.

Prior to this, the participants would have gone through a 7 week program that has been tailored to ensure that they get access to knowledge from Shell experts and training to build their best pitch. This has been done through Rockstart mentorship, Yes Delft mentorship, Workshops, Shell representative sessions, expert sessions and one on one pitch training.

The startups will be pitching to a Jury with representatives from various Shell departments, Rockstart, Yes!Delft and Unknown:

1. Akilah Leblanc (Shell Gamechanger, GM Commercial Innovation Partnerships)
2. Jermaine Saaltink (Shell Ventures, Venture Principle)
3. Ras Lalmy (Managing Director Yes!Delft)
4. Max ter Horst (Managing Partner Rockstart Energy Fund)
5. Noah Paul (Investment Associate Unknown)

Experts:

6. Mariela Araujo (Commercial Partnership Manager Shell Gamechanger)
7. Ryan Stephens (TL Short Duration Storage Technology Shell)
8. Fred Drewitt (Head of System Integration & Flex Tech Shell)
9. Ilsa Maria Sillekens (TL Industrial Energy Management Shell)

The Jury will focus on four criteria when they assess:

1. **Technology/product** (business model, novelty, scalability),
2. **Value** (competitive landscape, understanding of the risks, opportunity value),
3. **Fit with Shell** (with Shell Ventures, GameChanger or business unit),
4. **Team** (expertise, skillset diversity, coachability/partnership potential)

Each startup will have **15 mins** in total with the jury. The pitch will be 6 minutes long, where the participants will have to pitch why their solution is unique and value adding, as well as their collaboration proposal.

We advise you to split the pitch into two sections:

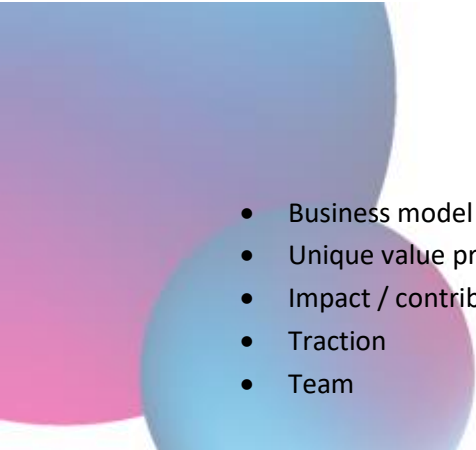
1. Pitching your technology and business – 3 min
2. Pitching your development plan / collaboration proposal – 3 min

After the pitch there is a Q&A slot with the jury - 9 min

We suggest the following pitch structure, however it is up to the startups which areas to emphasise and which areas to just touch briefly.

Pitching of Business:

- Problem definition
- Solution and technology explanation
- Product demo

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- Business model
  - Unique value proposition
  - Impact / contribution to the energy transition
  - Traction
  - Team

Pitching development plan/collaboration proposal:

- Purpose and introduction to the Collaboration
  - Goal and objectives of the Collaboration
  - Proposed timeline
  - Technical resource requirements
  - Project budget and funding sources
  - Risks and mitigation - SWOT analysis
  - Commercial plans
  - Strategic fit with Shell/Value add to Shell
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