On 15 October 2020 the online Kick Off meeting for the AMR Innovation Mission UK will provide the opportunity to 6 selected companies to pitch their organisation. The online Kick Off will set the scene for the physical AMR Innovation Mission to the UK in April 2021.

**About the pitches**
The purpose of the pitch will be to:

* Provide exposure to market sector
* Find a suitable partner to collaborate
* Pitch for funding
* Other reason within context of the Kick Off event.

Pitches are meant for start-ups, SMEs and academic groups which offer a promising (data) technology (platform), product or service which adds to the global curbing of Antimicrobial resistance (AMR). These include preventives & vaccines, stewardship tools, microbial diagnostics, novel antibiotics and/or new antimicrobial strategies.

There will be 6 companies. Each company will have 5 minutes to pitch followed by 5 minutes of Q&A by participants of the online Kick Off event. It is anticipated that there will be 2 pitches by UK organisations, 2 by European organisations and 2 by organisations from the rest of the World. The anticipated time slot for the 6 pitches is from 01:30-02:30 UK time.

Successful companies will be expected to have a prepared short presentation. After the pitches it will be possible to further discuss the offering of your organisation with interested participants of the online Kick Off meeting with separate online breakout rooms made available for this.

**Next steps**If your organisation is interested please complete the concise intake form (see hyperlink below) *before 25 September 2020*.

An Expert Panel will review the applications on 28-29 September. You will be informed on the outcome by 1 October. If you have been selected you will be contacted by Mrs Eileen Modral of Oxford Innovation. She will provide further instructions for the pitches.

There will be a general rehearsal for the pitches on 8 October. This session will be led by Eileen Modral. After 8 October you will obtain further practical details on the connection with the online Kick Off event.

*Please note that you must have registered for the online Kick Off meeting before you can apply for the pitching opportunity.* Registration for the online Kick Off meeting is [possible here](https://zfrmz.eu/i2XQ8qBdIKxr1tgX8hTH).

* **To apply for the pitching opportunity please** [**complete the form here**](https://zfrmz.eu/YfbXeozdIbSh3kSnhnhp)**.**

For more information on the online Kick Off meeting and the physical mission to the UK [see here](https://www.amr-insights.eu/eu-amr-innovation-mission-uk/).
To [download the flyer click here](https://www.amr-insights.eu/wp-content/uploads/2020/09/AMR-Innovation-Mission-UK-2021_2020.09.18.pdf).

**For further information on the pitching**
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