## THE PROBLEM



## THE PRODUCT



## WHAT'S UNIQUE



## TRACK RECORD



## WHATS IN IT FOR THEM



## THE ASK



1



# PAIN

What is the **problem** you solve?

What's happening **without** your solution?

The **Why** of the product



# PAIN

What's the
**Human Result**
of the problem
you're solving?



Lost time?

More cost?

Complexity?

Legal Pressures?

Technology Change?

Bad reputation?

Consider describing

# THE GAP IN DESIRE & SUPPLY




# Impact Investing Platform

# Be specific

# PUT A NUMBER ON IT



"It wastes a lot of time"

"They have to make a lot of calls"



"It takes up to 9 hours"

"They have to make up to 11 calls"

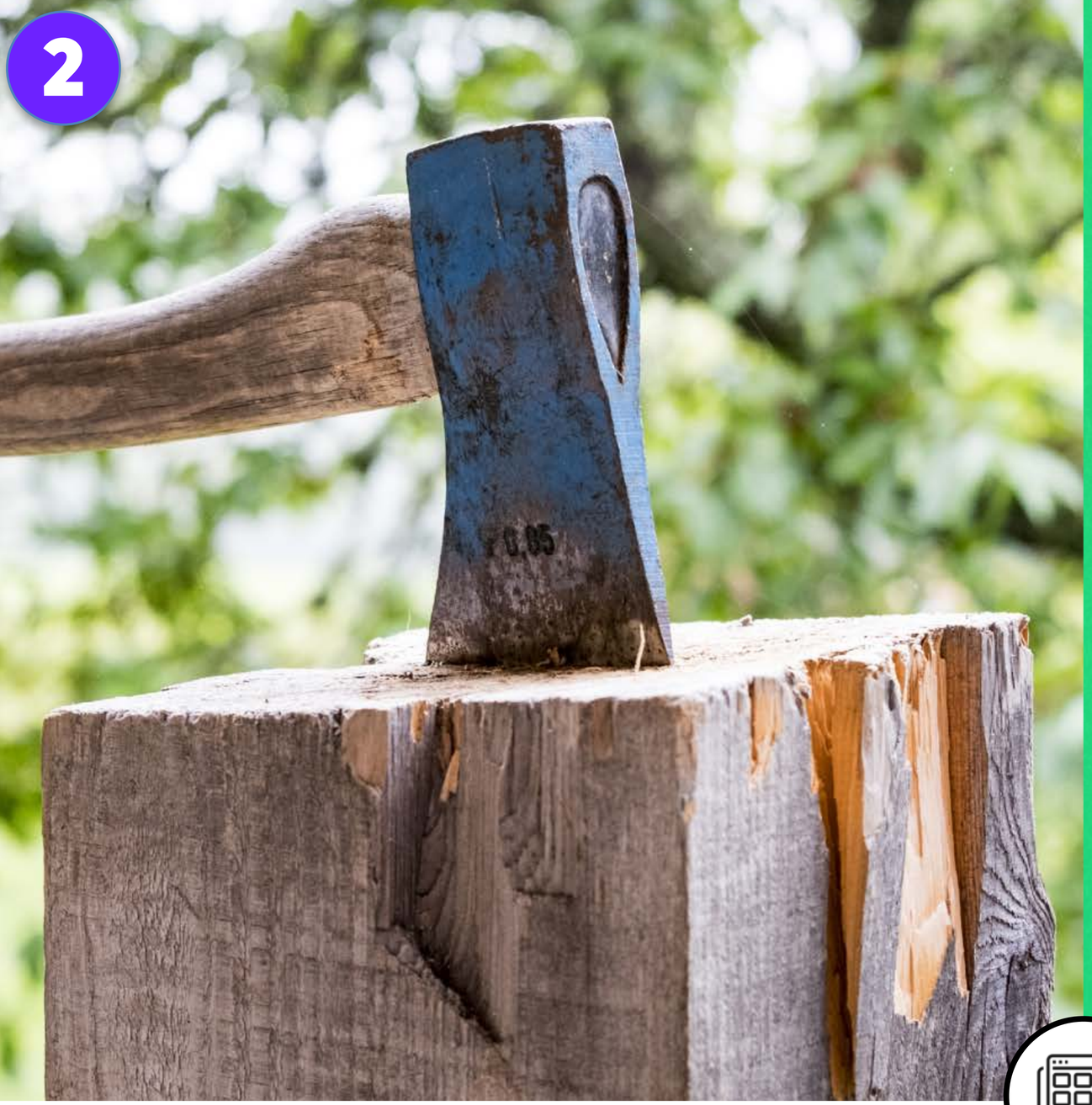
# Be specific
# PUT A NUMBER ON IT

"It creates a lot of $CO_2$"

"There is a lot of energy inefficiency "

"It creates X Million Tonnes $CO_2$"

"Up to 20% of energy is lost through inefficiency"



2

# PRODUCT

How do you **solve** the problem?



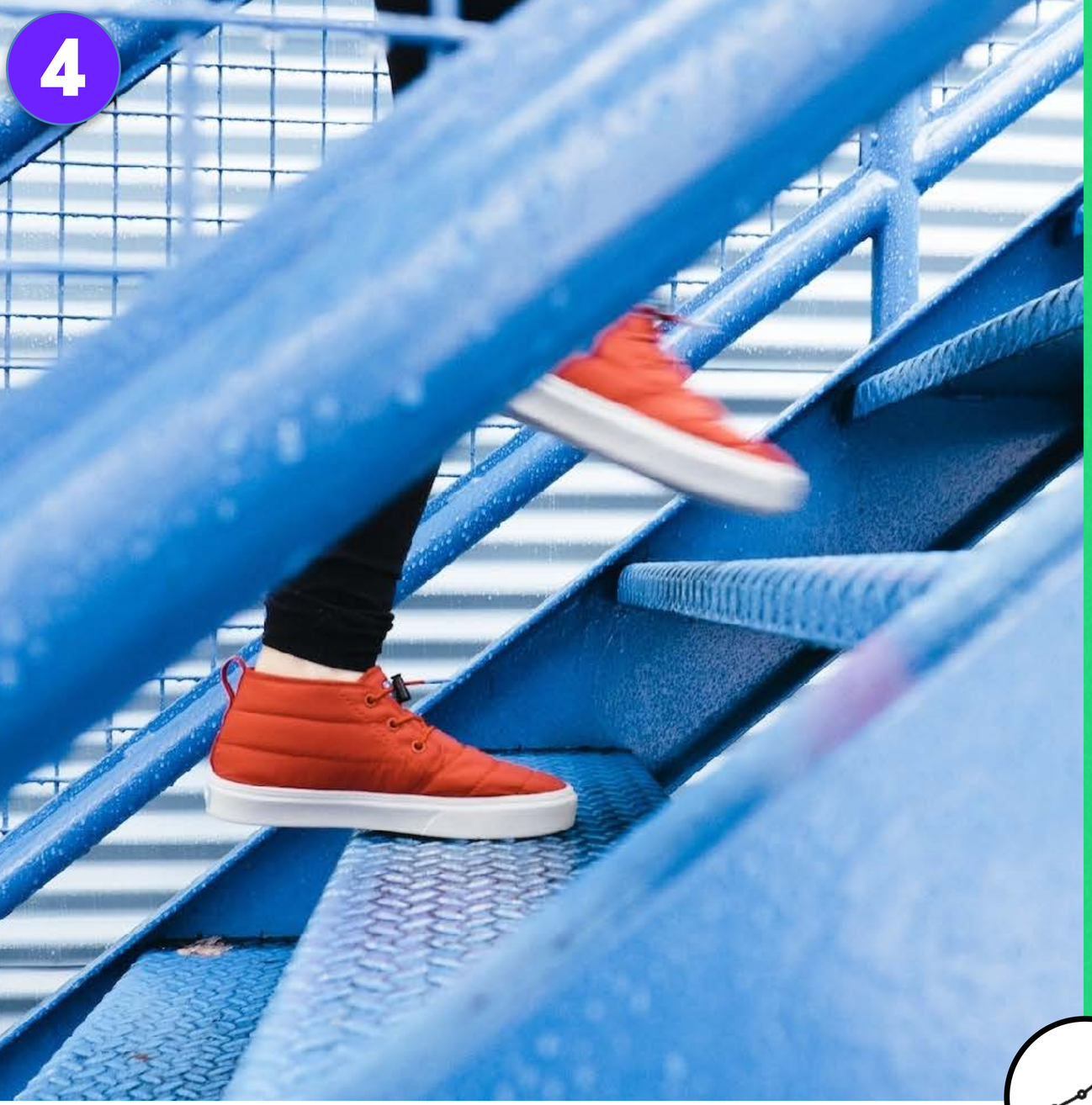
3

# UNIQUE

What's **special** and **new** about your proposition?

Approach, **partnerships**, targets?

*(Any competitors to mention?)*



4

# TRACK RECORD

Who's already **buying**?

**Recognisable** brands?

**Numbers** of
projects or customers?

**Success** stories?



5

# WHAT'S IN IT FOR THEM?

How do you help the **people you are pitching to**

get closer to their **strategic** ambitions?

OR solve their **immediate** problem?



# NEXT STEPS/ CALL TO ACTION

What do you need to make it **happen?**

**Introductions**?

Follow up **meeting**?

Sign a **contract?**