

PAIN

What is the **problem** you solve?

How **big** is that problem? (People, organisations, time/money/energy/ materials wasted…)

The **Why** of the product



PAIN

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



PAIN

"We built a parking app, which integrates sensors using Internet of things technology, and it's all on the blockchain, and we use open Api's to…"



PAIN

"In **major cities**, like Amsterdam, Berlin & Tokyo, it takes drivers over **20 minutes** to find a parking space…"



Lost time?

More cost?

Complex steps?

Irritation?

Lost customers?

Bad reputation?

Put a number on it!

Be specific

PUT A NUMBER ON IT



"It wastes a lot of hours"

"They have to make a lot of calls"



"It takes up to 72 hours"

"They have to make up to 10 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"



ACTION STEP

Brainstorm: write down
at least **7 things** about the **PAIN**

Who are the **customers**?

What **problems**
do they face today?

How much time, money, frustration,
waste, lost opportunity?

Don't think too much:
just write



ACTION STEP

Brainstorm: write down
at least **7 things** about the **PAIN**

Who are the **customers**?

What **problems**
do they face today?

How much time, money, frustration,
waste, lost opportunity?

Don't think too much:
just write

best3minutes.com/aifactory24



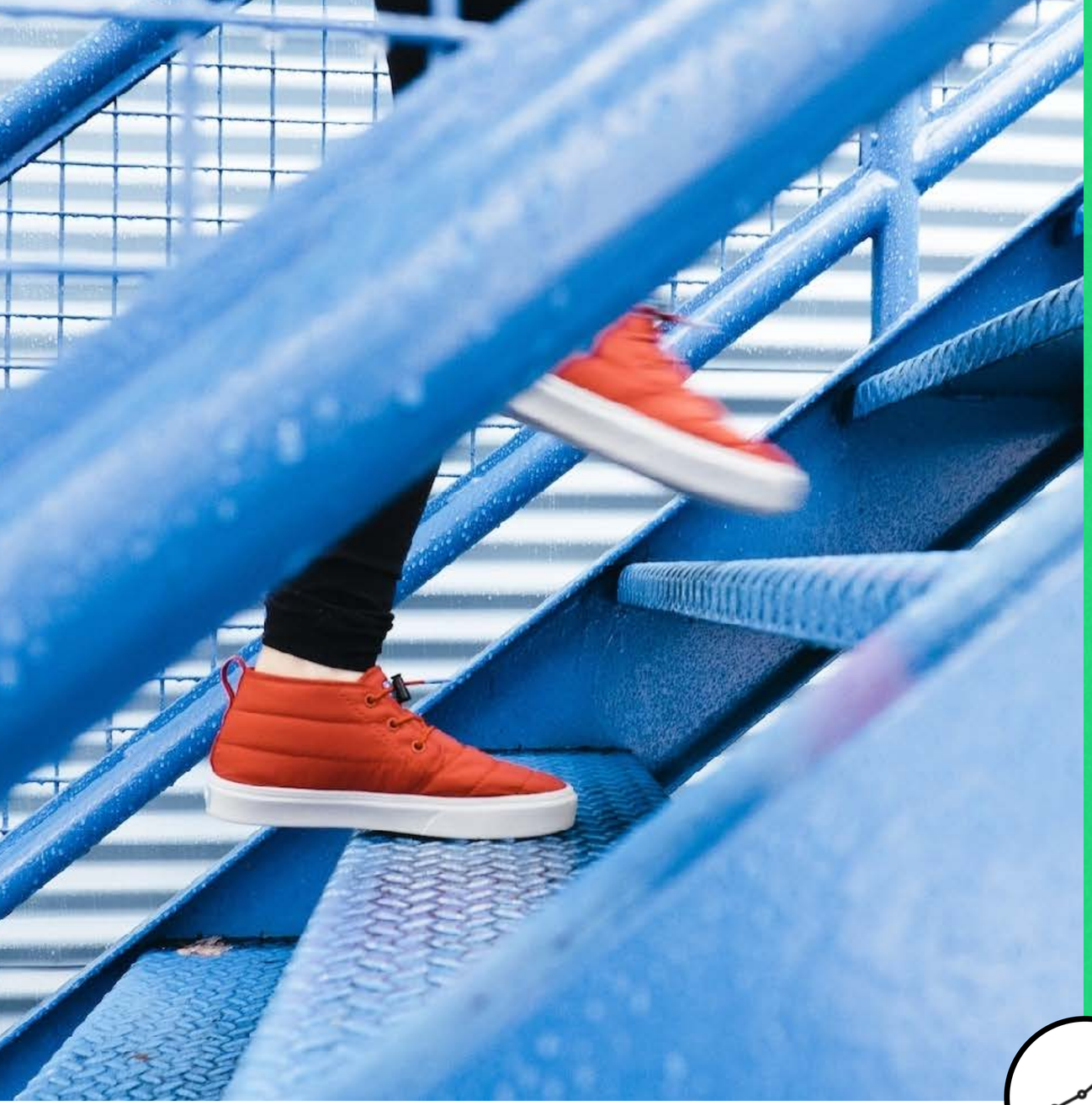
PRODUCT

How do you
solve the problem?

How it works: **simple**
Technology: **minimal**

Result for User: **focus**

NOTE: **Start** with the **Pain**,
then introduce the product



PROOF/ TRACTION

Who's already **buying**?

Recognisable brands?

Numbers of users or customers? **Growth?**



EARLY STAGE VALIDATION

Customer **Interviews**?

Online **Experiments**?

How have you **engaged** with potential **customers**?



Q: What's the most **important** thing in a **Startup**?



Q:What's the most **important** thing in a **Startup**?

A:TEAM!


And yet... you never have
ENOUGH TIME

Pick out 2-3

MEMORABLE POINTS





TEAM

Example: MedTech Startup

Started with the **science**, with these experienced people

Added the **tech** team to build the platform

Building the **commercial** team now/in the coming months



TEAM

Character?

Driven by the same **purpose**?

Young and **Hungry**?
Experienced and ready for **new** challenges?