THE PAIN



THE PRODUCT



WHAT'S UNIQUE



PROGRESS/ VALIDATION



THE ASK



WHY YOU?





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?

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"



PRODUCT

'Product' = Project, Proposition, Partnership

How do you **solve** the problem?

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

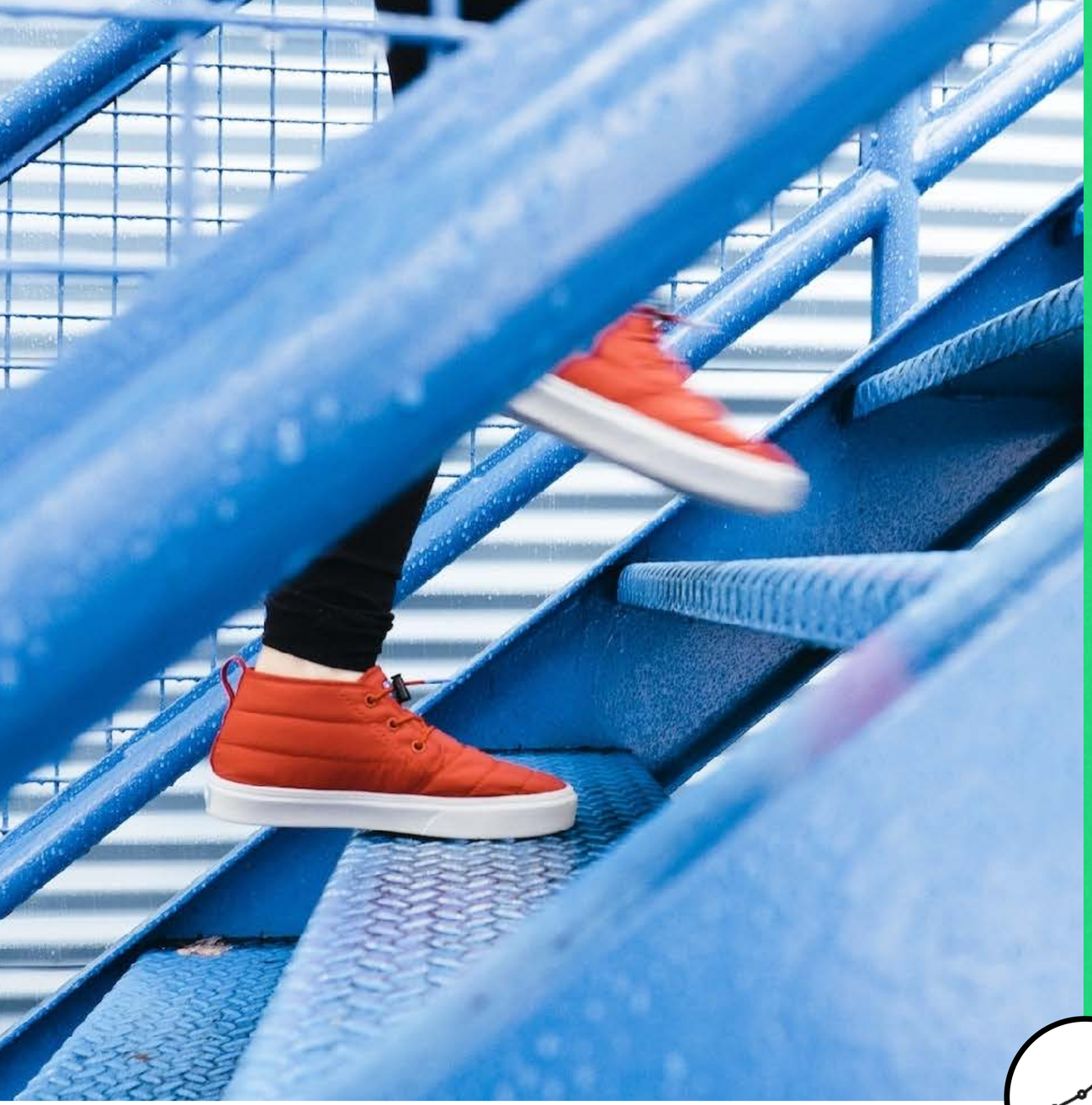


UNIQUE

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

Technology, **partnerships**, **complete** solution?

(Any competitors to mention?)



TRACTION

Who's already **buying**?

Recognisable brands?

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

Support within the **organisation?**



EARLY STAGE VALIDATION

Customer **Interviews**?

Online **Experiments**?

How have you/will you **engage** with potential **customers**?



WHAT DO YOU NEED? and CALL TO ACTION

Money? Advice?

Introductions?

Follow Up **Meeting**?

Support from **other departments?**



WHY YOU?

What's your **personal motivation** to offer this proposition?

Why did you **start** this in the first place?



WHY YOU?

What makes **you excited** about your proposition?

Your **Enthusiasm** Counts!