THE PROBLEM



THE PRODUCT



WHAT'S UNIQUE



THE PROOF



THE ASK



TIMELINE



WHY YOU?



1



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"

2



PRODUCT

'Product' = Project, Proposition, Partnership

How do you **solve** the problem?

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



3

UNIQUE

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

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

(Any competitors to mention?)

4



PROOF

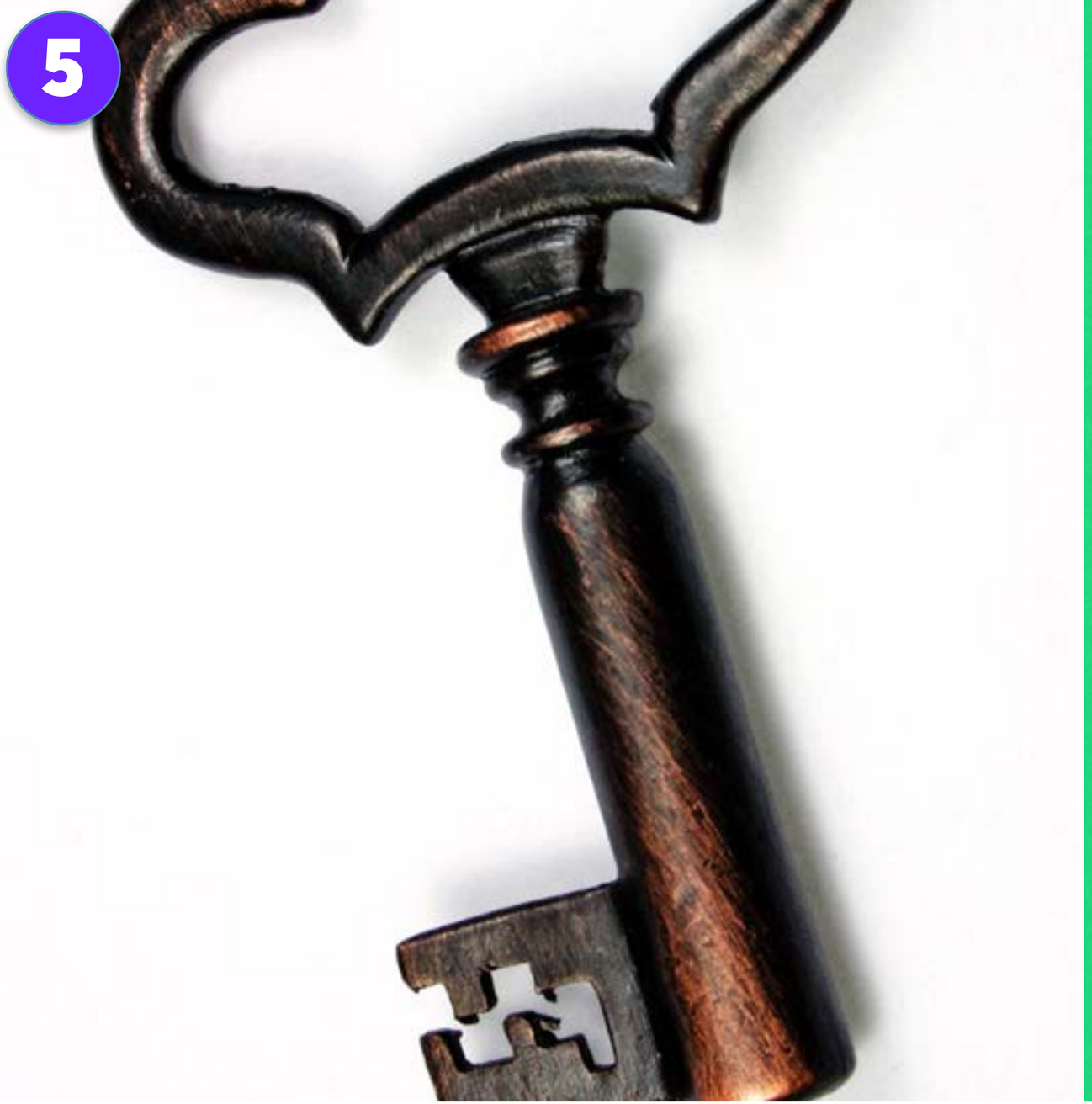
Who's already **involved**?

Who already **trusts** you?

Partners, Initiatives

Success Stories

5



WHAT DO YOU NEED? and CALL TO ACTION

Money? Advice? Time

Introductions?

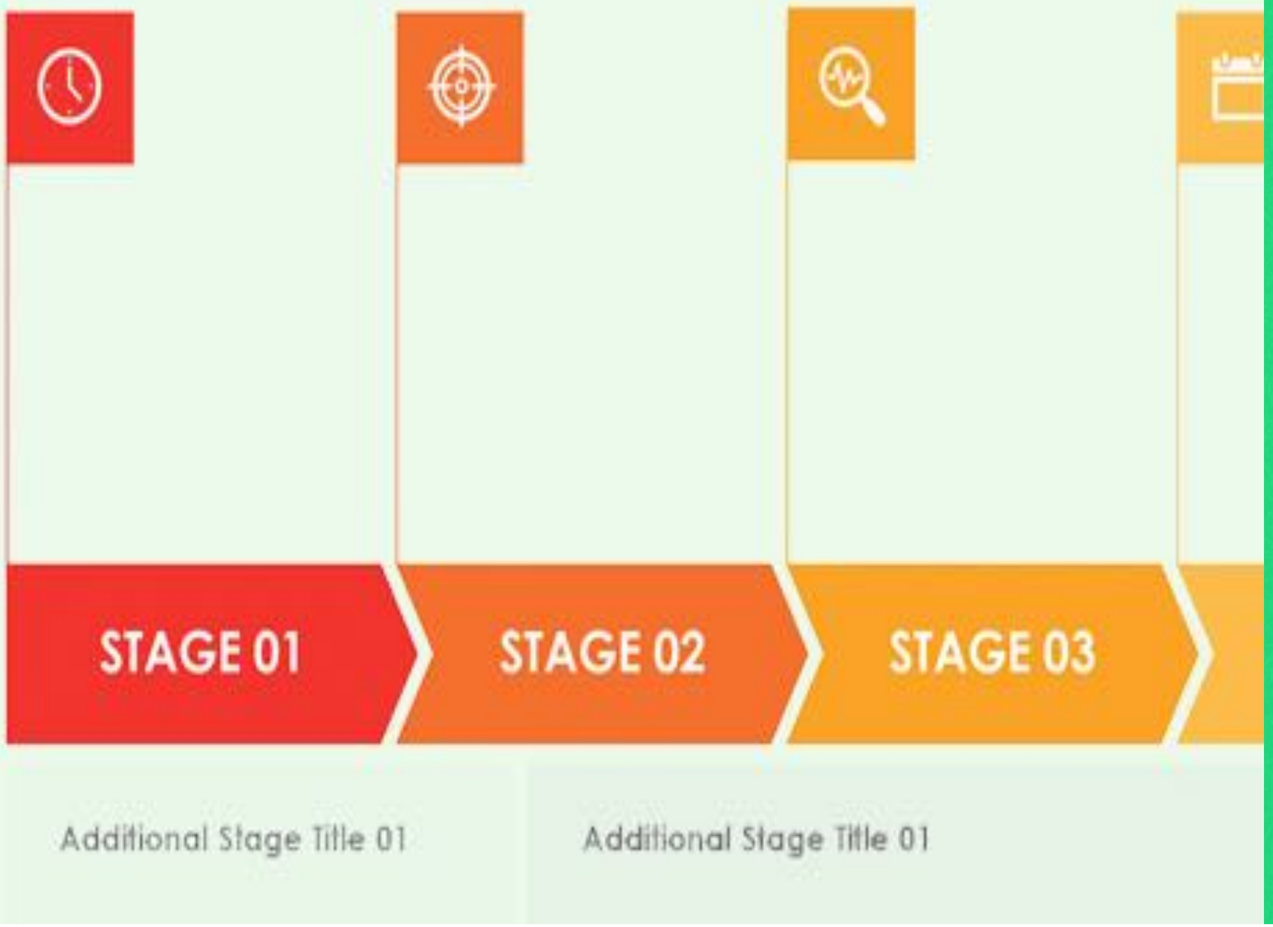
Follow Up **Meeting**?

Commitment to a concrete next step?

Support from **other departments?**

6

Project Timeline



FIRST NEXT STEPS

What happens **next**?

3-4 concrete immediate next steps

2-3 **longer term** steps

Link **resources request** to the **plan**

7



WHY YOU?

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



WHY YOU?

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

Your **Enthusiasm** Counts!