THE PAIN



THE PRODUCT



WHAT'S UNIQUE



WHAT'S IN IT FOR THEM



THE PROOF



THE ASK



TIMELINE



THE TEAM



WHY YOU?





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What is the **problem** you solve?

The **Why** of the product



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



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"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…"



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"In **major cities**, like Amsterdam, Berlin & Tokyo, it takes over 100Million 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 **12 calls**"

Be specific
PUT A NUMBER ON IT

"It creates a lot of CO2"

"There is too much energy inefficiency "

"It creates **X Million** Tonnes CO2"

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



PRODUCT

How do you **solve** the problem?

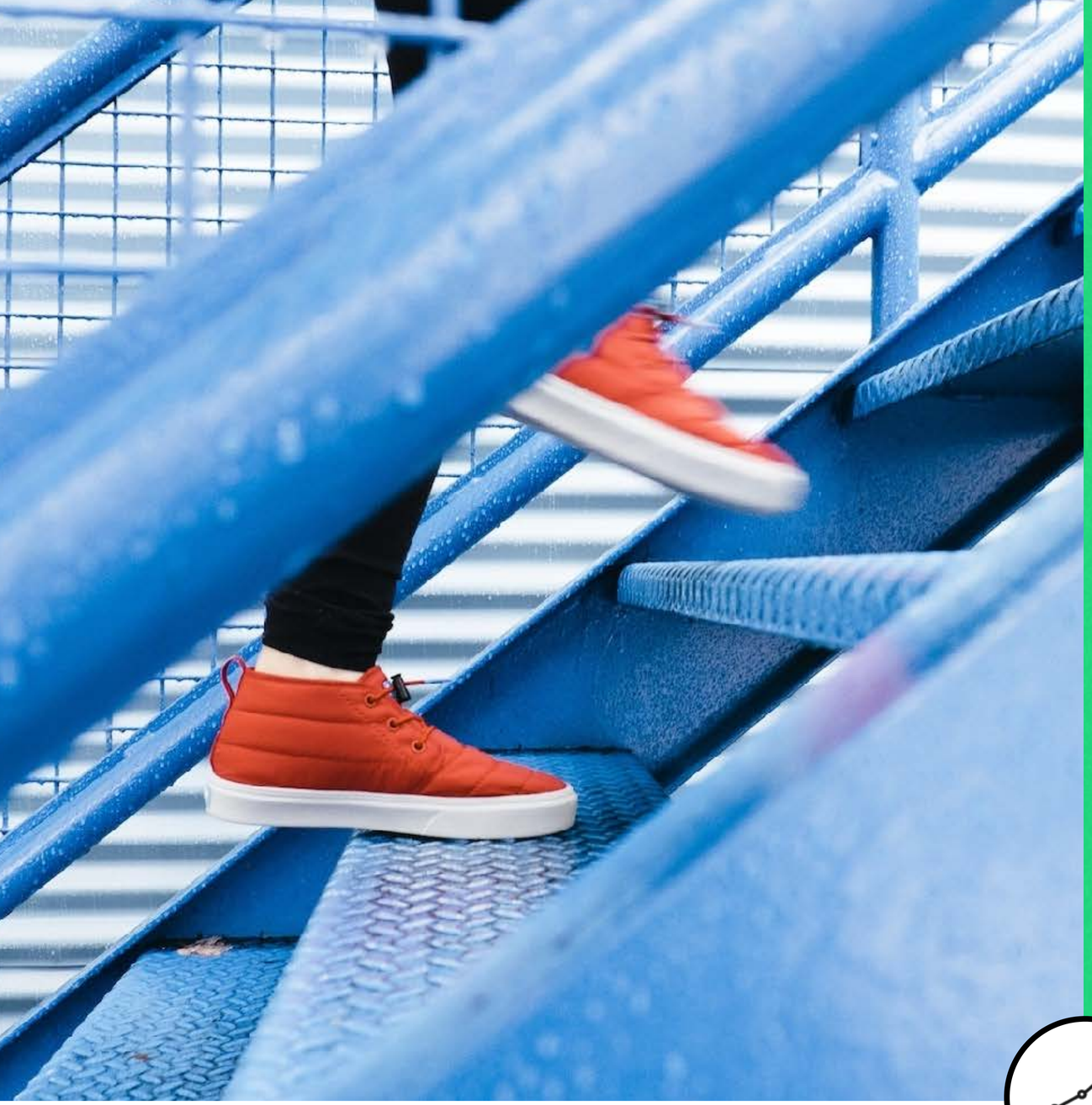
What **improvement** does your product deliver - & **how much?**



WHAT'S IN IT FOR THEM?

How does it help them **solve immediate problems?**

Or get closer to their **strategic** ambitions?



PROOF/ TRACTION

Who's already **buying**?

Recognisable brands?

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



EARLY STAGE VALIDATION

Customer **Interviews**?

Pilots? POCs?

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



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

A:TEAM!


And yet... you never have
ENOUGH TIME

Pick out one or two

MEMORABLE POINTS





TEAM

Who will make it happen?

Complimentary **Skills**?
Years of Experience?

Who will make **them successful?**

ONE LAST THING...





WHY YOU?

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



WHY YOU?

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

Your **Enthusiasm** Counts!