## THE PAIN



## THE PRODUCT



## WHAT'S UNIQUE



## PROOF/ VALIDATION



## WHY YOU?



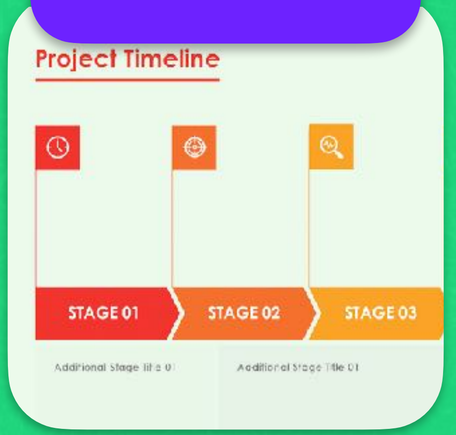
## THE TEAM



## THE ASK



## TIMELINE/ NEXT STEPS





# PAIN

What is the **problem** you solve?

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 over 100Million drivers over **20 minutes** to find a parking space…"



Lost time?

More cost?

Complex steps?

Irritation?

Lost customers?

Bad reputation?



**For impact focused startups**

Co2 emissions?

Kilos of plastic?

Damage to environment?

**Quantify** it:
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 **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?**

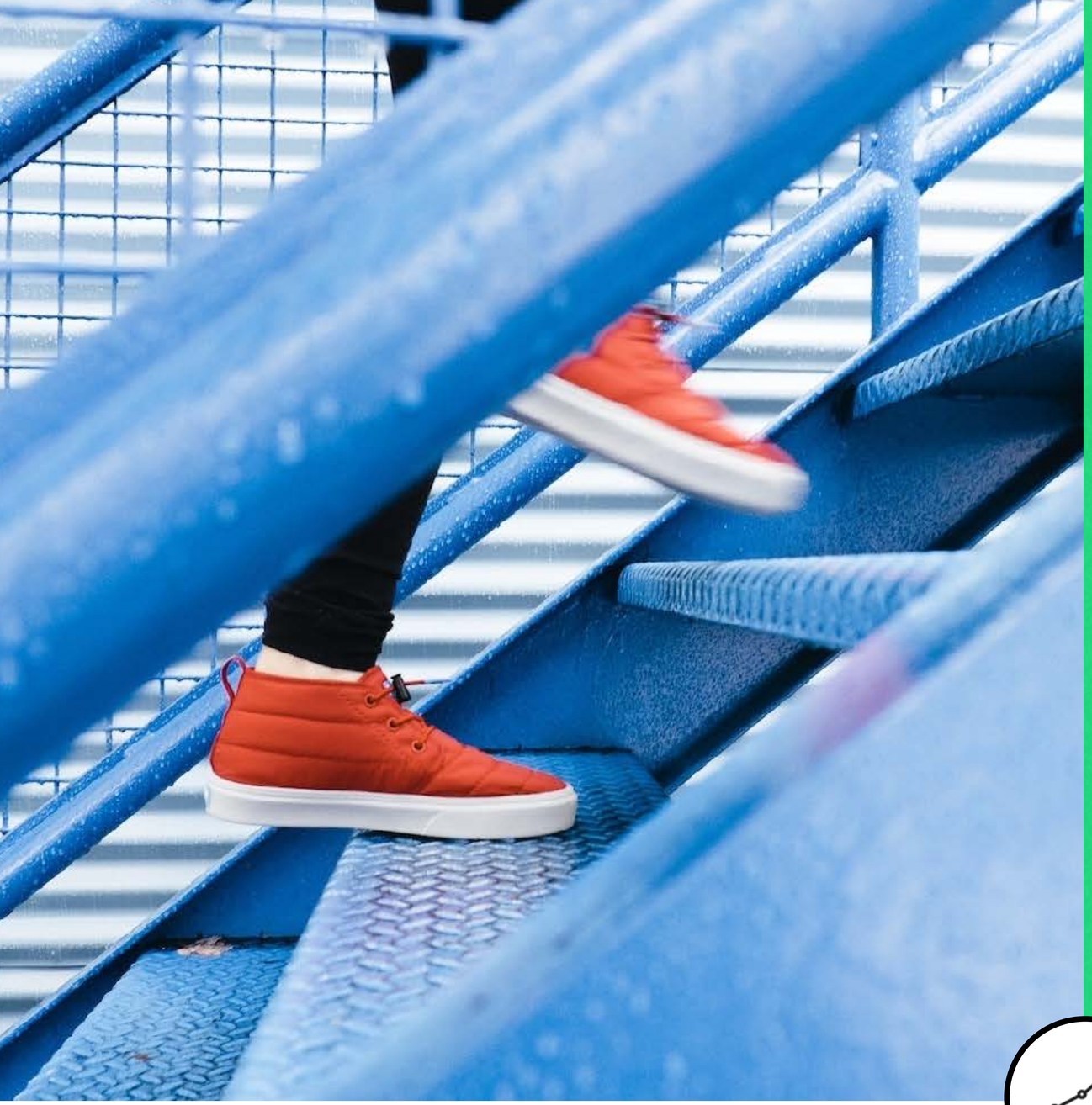


# UNIQUE

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

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

*(Any competitors to mention?)*



# PROOF/ TRACTION

Who's already **buying**?

**Recognisable** brands?

Customer success **stories?**

**Past product** track record?



# EARLY STAGE VALIDATION

What **testing** have you done?

Initial **feedback** from customers?



# THE ASK/ CALL TO ACTION

What's the **next step?**

**Follow Up Meeting?**

Introductions?

Commitment to start a **Pilot?**