

## THE PAIN



## THE PRODUCT



## WHAT'S UNIQUE



## TRACTION/ VALIDATION



## THE IMPACT



## BUSINESS MODEL



## THE FINANCIALS



## THE ASK/ INVESTMENT



## THE TEAM



## WHY YOU?





# 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 100 Million 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 CO<sub>2</sub>"

"There is too much  
energy inefficiency "



"It creates  
**X Million** Tonnes CO<sub>2</sub>"

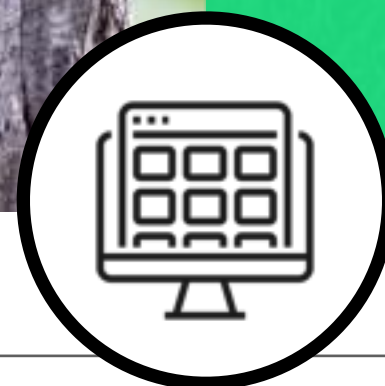
"**Up to 20%** of energy is  
lost through inefficiency"



# 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?)*





# TRACTION

Who's already **buying**?

**Recognisable** brands?

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

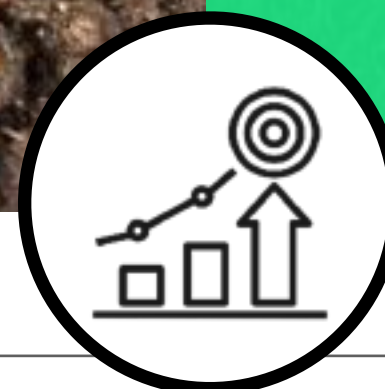



# EARLY STAGE VALIDATION

Customer **Interviews**?

Online **Experiments**?

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





# THE IMPACT OF YOUR SOLUTION

How **big** is the  
market?

What's the **Impact**?



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

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

**A:TEAM!**

The background of the entire image is a dense, overlapping collage of numerous analog clocks. The clocks vary in size, color (including shades of pink, blue, green, yellow, and white), and are slightly out of focus, creating a sense of depth and abundance. A central clock is more prominent and in sharper focus than the others.

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?

**Previous** startups/exits?

