

PAIN

What is the **problem** you solve?

The **Why** of the proposition



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What's **going wrong** specifically for them?

Reflect back what you learned in your Discovery calls

Maximum **3 points!**



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What's going wrong for companies **in their industry,** or **similar** to them?



Poor **ROI**

Unclear results

No proper **testing** phase

Testing takes **too long** or costs too much

Creative ideas too **complicated**

Inconsistent across different channels



THE BIG IDEA

In 3-4 **sentences** &
3-4 visuals, what is the
big idea of your pitch?

What is the
central topic of **change**
to solve **the pains,** &
deliver results?



PRODUCT

What is your **proposition?**

Strategy, Creative, **Tools**

How does it **solve** the problems?

How will it deliver **results?**

Pain	Takes 20 mins every day	100 million drivers	Miss out on time with family	Drives them crazy!	30% vehicle exhaust fumes	1 year of your life looking for parking			
The Big Idea	IOT - Sensors	Blockchain	Generative AI	"Find a parking space NOW!" Button	Easy to use App	2 mins instead of 20	30% cheaper on average	Next Year: include hotel parking	
Product	10K Users	150K ARR	Partner: Q Park	Growing ave. 7% per month for last 6 months	Growing ave. 7% per month for last 6 months	Pipeline Corp customers: 200K			
Proof									
Why You									



PROOF

Who's already **buying**?

Recognisable brands?

Customer success **stories?**



PROOF

Customer success story **format:**

They were **struggling** with…

We **helped them** by doing A, B and C

The **results** were X, Y & Z



WHY YOU?

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



WHY YOU?

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

Your **Enthusiasm** Counts!