THE PAIN

THE PRODUCT

WHAT'S UNIQUE

TRACTION/ VALIDATION

WHY YOU?

1

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 Nijmegen, 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

"Many companies experience data hacks"

"There is too much energy inefficiency"

"**XK** companies had data hacks in the **last 3 years**"

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

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	
Product							
What's Unique							
Proof/ Validation							
Why You							

2

PRODUCT

How do you **solve** the problem?

What can **customers do** as a **result** of your product?

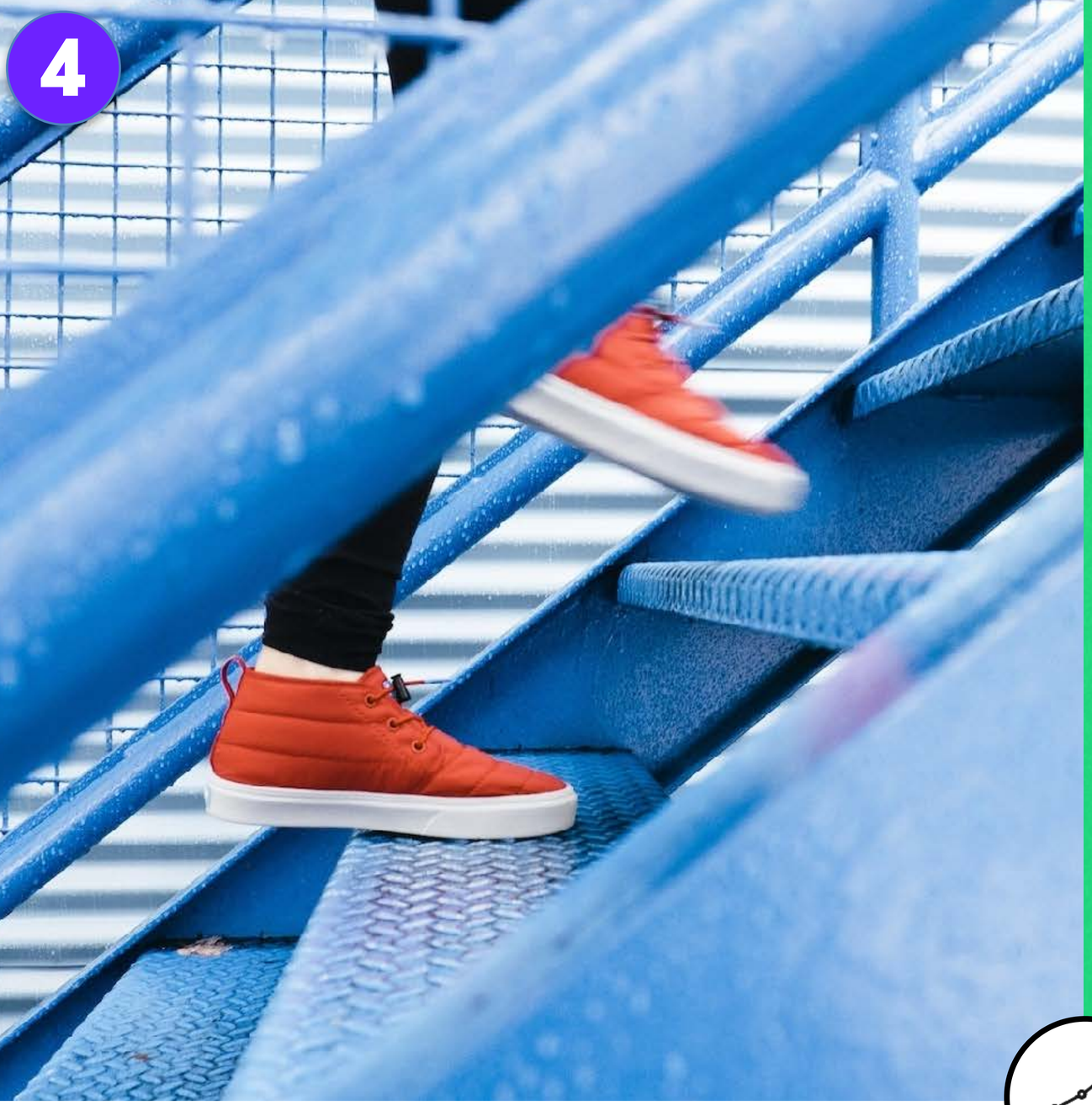
3

UNIQUE

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

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

(Any competitors to mention?)



4

TRACTION

Who's already **buying**?

Recognisable brands?

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

EARLY STAGE VALIDATION

Customer **Interviews**?

Pilots, tests,
Approval processes

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

5

WHY YOU?

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

WHY YOU?

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

Your **Enthusiasm** Counts!

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			
Product	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	
What's Unique	Focused on major cities	Simple user experience	Partnerships	Best in class Voice a ctivation	Tech patented				
Proof	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	Pipeline Corp customers: 200K		
Why You	Spent 15 years in parking industry	Personal Story: why so many spaces, why so many cars looking?	Last startup was a flop! Time to succeed						