THE BIG IDEA



THE PROBLEM



THE PRODUCT



WHAT'S UNIQUE



WHAT'S IN IT FOR THEM



VALIDATION



OBJECTIONS



THE ASK



TIMELINE



WHY YOU?





THE BIG IDEA

In **2-3 sentences,** what is the presentation all about?

What is the central topic of **change**?



PAIN

What is the **problem** you solve?

The **Why** of the product



PAIN

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



Lost time?

More cost?

Complex steps?

Irritation?

Lost customers?

Bad reputation?

Be specific
PUT A NUMBER ON IT



"It wastes a lot of hours"

"Customers lose patience with the process"



"They waste over **10 hours** per month"

"**32%** of customers drop off during the process"



PRODUCT

How do you propose to **solve** the problem?

What **improves** as a result of your proposition?

By **how much?**



UNIQUE

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

New for the **industry**, new for **ams OSRAM**?



WHAT'S IN IT FOR ams OSRAM?

How does your proposition **match** the company's **strategy** and **ambitions?**

What's the possible **opportunity** of the proposal?



VALIDATION

What have you done to test the solution?

Parts of the **organisation** already on-board?

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



OBJECTIONS

Any common **misconceptions** or barriers to deal with?

eg - *'We tried that a couple of years ago - it will never work!'*



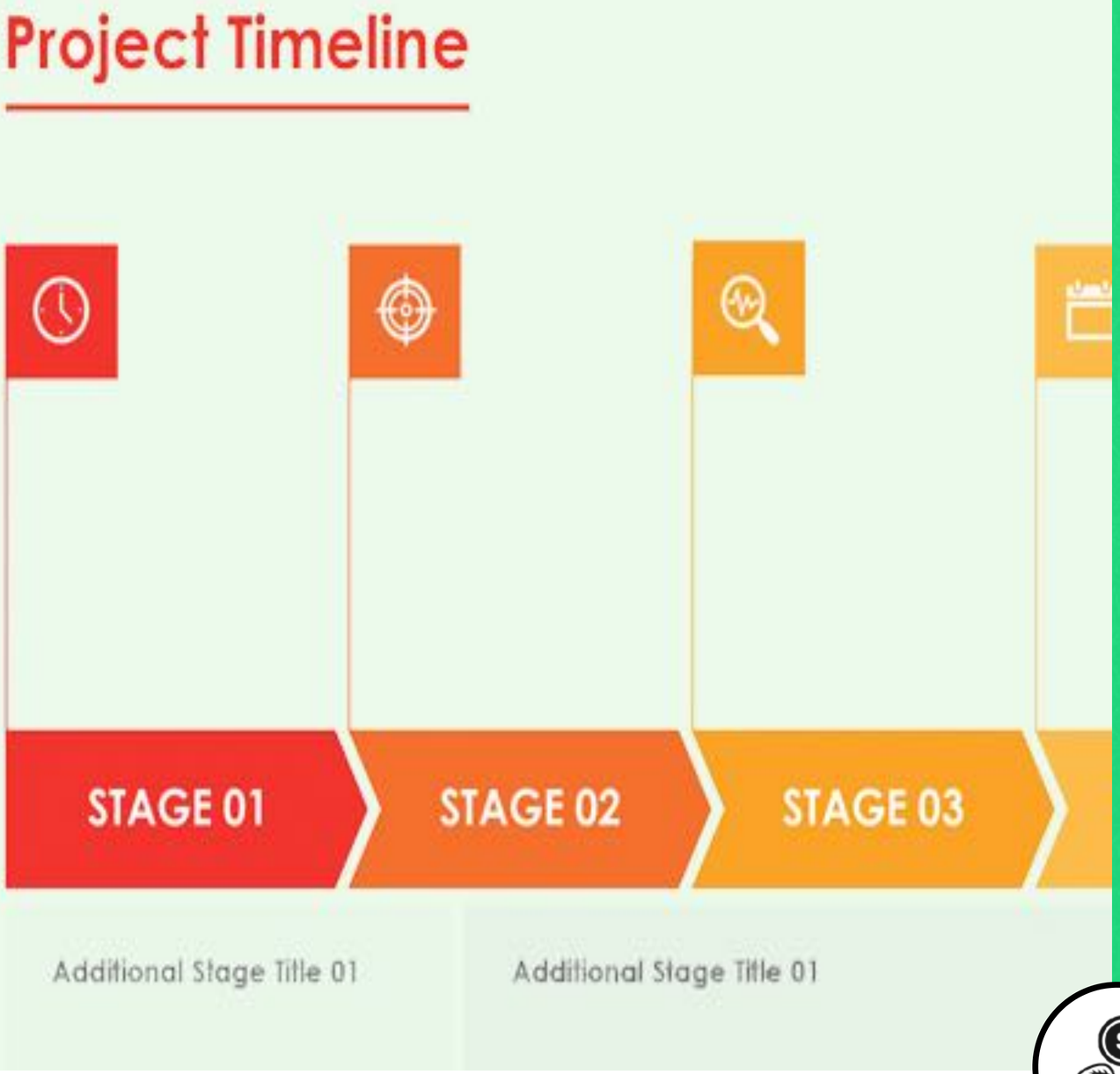
WHAT DO YOU NEED TO MAKE IT HAPPEN?

People resources?

Time **commitment**?

Money?

Feedback?



TIMELINE

What happens, **when**?

What happens **next** - first steps?



WHY YOU?

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

Your **Enthusiasm** Counts!

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