THE PAIN



THE PRODUCT



WHAT'S UNIQUE



PROOF/ TRACK RECORD



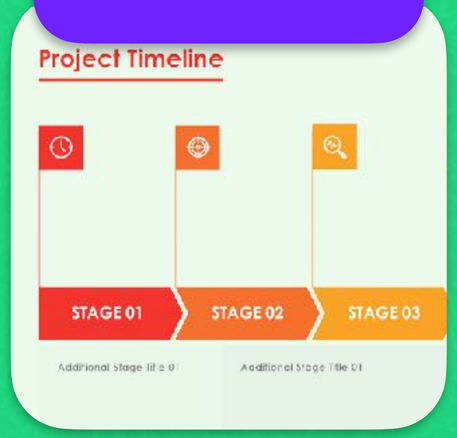
THE TEAM



THE ASK



TIMELINE/ NEXT STEPS





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What is the **problem** you solve?

The **Why** of the product



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



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"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…"



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"In **major cities**, like Rotterdam, 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?

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

"Our customers experience less staff turnover"

"Tracking achievements increases employee engagement"

"Our customers experience **64% lower** staff turnover"

"Tracking achievements can **increase** employee engagement by **75%**"



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/ TRACK RECORD

Who's already **buying**?

Recognisable brands?

Customer success **stories?**

Past product track record?



THE ASK/ CALL TO ACTION

What's the **next step?**

Follow Up Meeting?

Introductions?

Commitment to start a **Pilot?**