THE PAIN



THE STRATEGY



THE PRODUCT



WHAT'S UNIQUE



WHAT'S IN IT FOR THEM





PAIN

What is the **problem** you solve?

The **Why** of the product



PAIN

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…"



PAIN

"In **major cities**, like Amsterdam, Berlin & Tokyo, over **300 Million** drivers take more than **20 minutes** to find a parking space…"



Lost time?

More cost?

Complex steps?

Irritation?

Lost customers?

Bad reputation?

Put a number on it!

Be specific
PUT A NUMBER ON IT



"It wastes a lot of time"

"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 unnecessary CO2"

"There is too much energy inefficiency "

"It creates **X Thousand** Tonnes CO2"

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



STRATEGY

One area of the **strategy** that **focuses** on that **Pain**

How is **HERE's strategic** change addressing **their problems?**



STRATEGY

Focus on **One Aspect** only

Keep it **simple**

What is it?
What **value** does it bring
to address the **Pain?**



PRODUCT

Based on the **strategy**:
How do you **solve** the problem?

How it works: **simple**
Technology: **minimal**

Result for User: focus

NOTE: **Start** with the **Pain**, then introduce the product



UNIQUE

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

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

(Any competitors to mention?)



WHAT'S IN IT FOR THEM?

How does it help them **solve immediate problems?**

Or get closer to their **strategic** ambitions?

Any **proof** you can deliver on the **promise?**