

THE BIG IDEA

In **1-2 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?



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 Amsterdam, Berlin & Tokyo, it takes over 3**00Million drivers** over **20 minutes** to find a parking space…"



Lost time?

More cost?

Complex steps?

Irritation?

Lost customers?

Bad reputation?

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"



PRODUCT

'Product' = Project, Proposition, Partnership

How do you **solve** the problem?

What will improve as a result of your proposition?

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



PROOF

Who's already **involved**?

Who already **trusts** you?

Partners, Initiatives

Success Stories



WHAT'S IN IT FOR THEM?

How does your proposition help **them** reach their **strategic ambitions?**

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

ONE LAST THING...





WHY YOU?

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



WHY YOU?

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

Your **Enthusiasm** Counts!