Let's focus on

6 KEY TOPICS

THE PAIN



THE PRODUCT



WHAT'S UNIQUE



WHAT'S IN IT FOR THEM



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 London, Berlin Tokyo & Apeldoorn, it takes **300Million+ drivers** over **20 minutes** to find a parking space…"



Lost time?

More cost?

Complex steps?

Irritation?

Lost customers?

Bad reputation?



Co2 emissions?

Energy/materials waste?

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"



ACTION STEP

Brainstorm: write down
at least **7 things** about the **PAIN**

Who are the **customers**?

What **problems**
do they face today?

How much time, money, frustration,
waste, lost opportunity?

Don't think too much:
just write

best3minutes.com/tworld25

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

What's in it for them?

Traction/ Validation

Why You?



PRODUCT

How do you **solve** the problem?

What **improves** as a result?

Brief **Technology** description.

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



3

UNIQUE

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

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

First time for the company/industry?

(Any competitors to mention?)



4

WHAT'S IN IT FOR THEM?

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

How do you help **them** reach **their goals?**



5

TRACTION

Who's already **buying**?

Recognisable brands?

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



EARLY STAGE VALIDATION

Customer **Interviews**?

Pilots, tests, POCs?

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

ONE LAST THING...



6



WHY YOU?

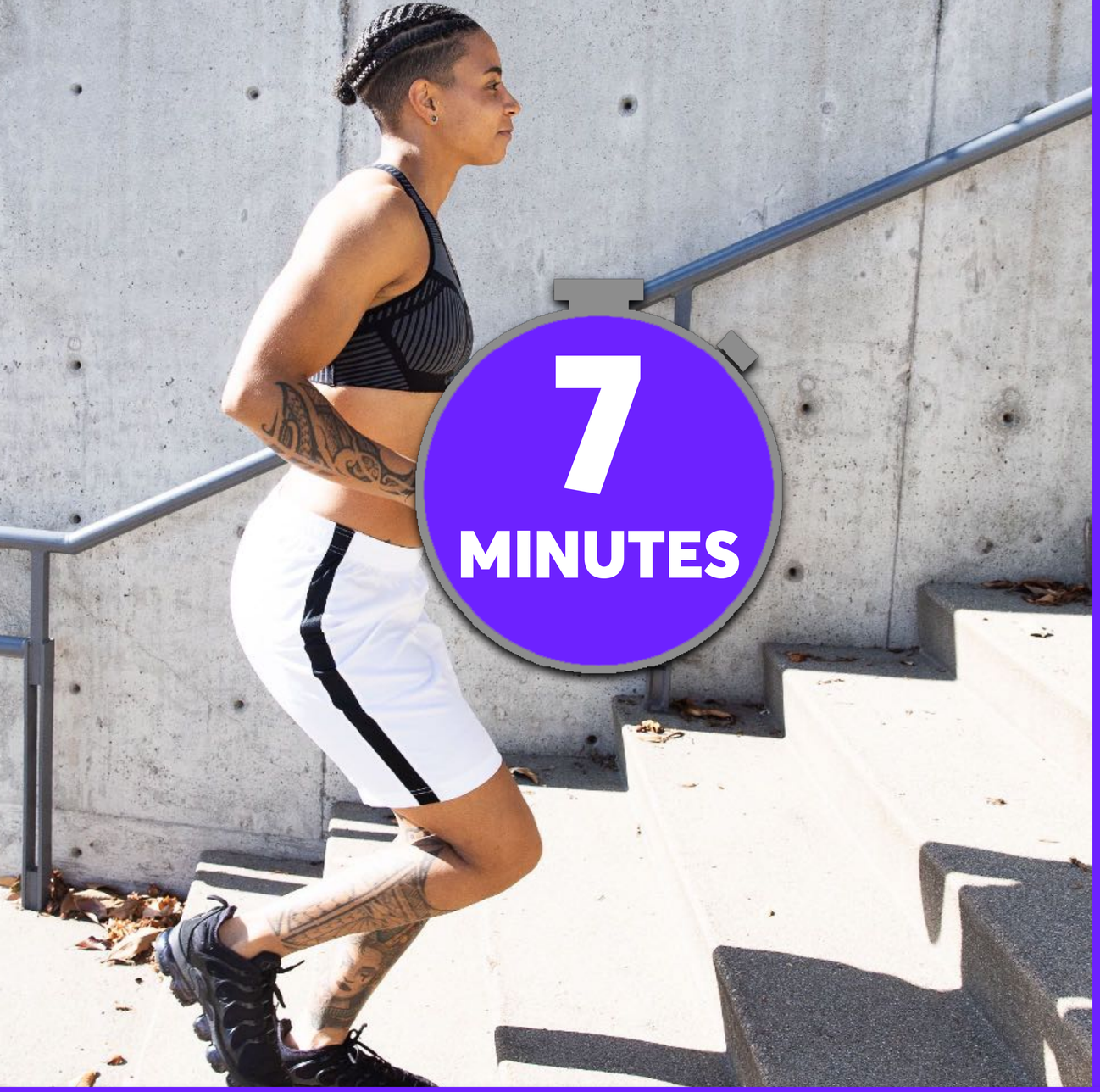
What's your **personal motivation** to offer this proposition?



WHY YOU?

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

Your **Enthusiasm** Counts!



ACTION STEP

Brainstorm: write down at least **3 points** for each of the following;

Product
What's Unique
Traction/Validation
What's in it for Them?
Why You?

Goal: 2-minute pitch about the overall proposition

best3minutes.com/tworld25

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			
What's in it for them?	Matches strategy X	Customer centric	Focused on sustainability					
Traction/ Validation	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					