IDEAS FOR PITCH CHAPTERS

Product Spec

What does it Solve?

What's Unique?

What do YOU like best?

What the product shows about Parador as a BRAND



PRODUCT

What are the **key features?**

What are the **benefits?**

Tech? **Design?**
Manufacturing approach?



SOLUTION

What does it **Solve** for the customer?

What's the **Result** of the tech behind the product?



WHAT'S UNIQUE?

What's **Special** and **New** about this product?

Technology, **style,** design, **quality,** durability…

(Any competitors to mention?)



WHAT DO YOU LIKE BEST?

What makes you **Excited** about this product?

What will **Customers** love?

Why do **YOU believe** in this product?



WHAT DOES THIS PRODUCT SAY ABOUT PARADOR AS A BRAND?

Why is **Parador** the **only** company able to deliver this?

How does this product **Position** Parador?

How can you use the product to tell about **Parador: the BRAND?**