THE PAIN



THE PRODUCT



WHAT'S UNIQUE



SCIENTIFIC NOVELTY



TRACTION/ VALIDATION



SCALEABILITY/ PATH TO MARKET



THE TEAM





PAIN

What is the **problem** you solve?

The **Why** of the product



PAIN

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

Two kinds of

PAIN EXPLANATIONS THAT WORK



Quantified Story



Personal Story



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 Berlin, Tokyo and Leiden, 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"



$1.4 MILLION Raised | Incredible Journey of Autistic Founder

The Pitch Show
1.86K subscribers

Subscribe DOWNLOAD AS: ▼

27 Share Save ⋯





ACTION STEP

Brainstorm: about the **PAIN**

Which is **your** Pain story?
Quantified? Personal? Or both?

Who are the **customers**?

What **problems**
do they face today?

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

Don't think too much:
just write

best3minutes.com/acstcomp

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							
Scientific Novelty							
Traction/ Validation							
Scale-ability							
TEAM							



ACTION STEP

Brainstorm: about the **PAIN**

Which is **your** Pain story?
Quantified? Personal? Or both?

Who are the **customers**?

What **problems**
do they face today?

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

Don't think too much:
just write

best3minutes.com/acstcomp



PRODUCT

How do you **solve** the problem?

What can **customers do** as a **result** of your product?



UNIQUE

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

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

Patents? Trade insights?

(Any competitors to mention?)

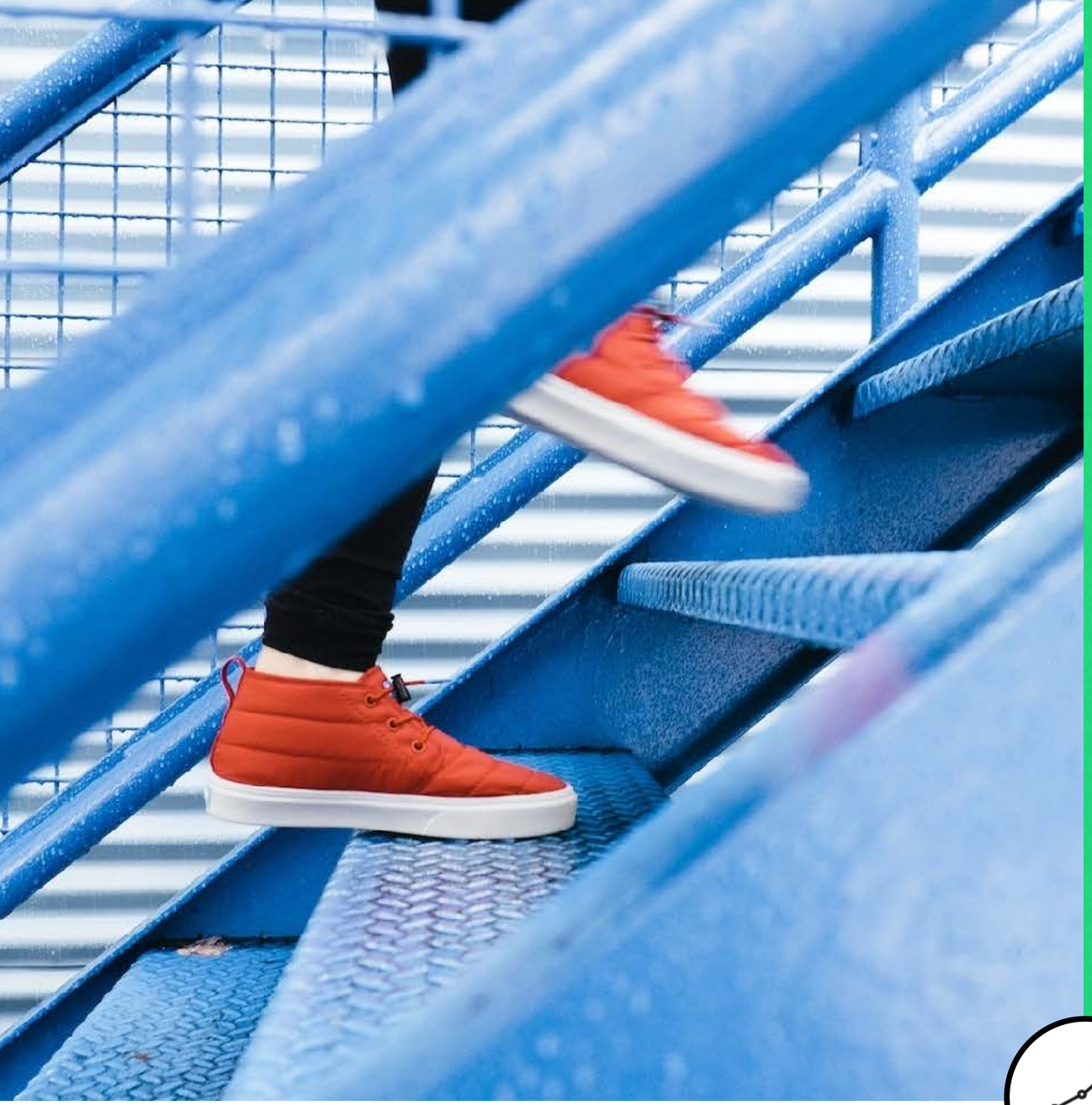


SCIENTIFIC NOVELTY

Underlying **Science/Tech**

Is there a **Breakthrough**?

A significant
Advancement
in its field?



PROOF/ TRACTION

Who's already **buying**?

Recognisable brands?

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



EARLY STAGE VALIDATION

Customer **Interviews**?

Pilots? **Approvals stage?**

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



SCALEABILITY/ PATH TO MARKET

Which customers/ market to **start?**

Where to **scale** once established?



Q:What's the most **important** thing in a **Startup**?

A:TEAM!


And yet... you never have
ENOUGH TIME

eGym management team



Philip Roesch-Schlanderer | **CEO**
Co-Founder, 2010



Florian Sauter | **CTO**
Co-Founder, 2010



Patrick Meininger | **CFO**
eGym, 2017



Christoph Bischoff | **CRO**
eGym, 2019

Microsoft PAYCHEX ADP



Martin Fichter | **COO**
eGym, 2017

htc flex SIEMENS



John Ford | **CEO USA**
eGym, 2018

The Team

Expertise in Data, Platforms & Field Operations

Al Amin Idris • **Founder, CEO**



Al Amin leverages data to identify beneficiaries for impactful programs in Nigeria, directly impacting over 2.5 million lives.

Halima Mohammed • **Co-Founder, COO**



Halima, driven by a passion for empowering last-mile communities,

Aliyu Mukhtar Kuki • **Co-Founder, CPO**



Ali, an interior architect turned product developer, is passionately dedicated to crafting sustainable solutions for emerging markets.

Team: Founders & Executives

doctHERs



Asher Hasan - The Innovator
CoFounder/Chief Innovation Officer

- US Trained Medical Doctor/MBA (NYU)
- 2011 Asian Social Entrepreneur of the Year (WEF/SF)
- TED Fellow, MIT SOLVER,
- Former Senior Director, Medical Affairs, Amylin (CA)



Sabeen Haque - The Creative Force
CoFounder/Executive Director

- Accelerator of 200+ women-led businesses
- Social entrepreneur-in-residence: Insead
- Former VP Sales: Thomson-Reuters



Samia Dittu - The Execution-er
Head, Clinical Operations

- Medical Doctor - Family Practice
- Primary Liaison with GP/PCP Network



Komal Rizvi - The Wellness Doc
Manager, Private-Public Health Systems

- Medical Doctor
- Yoga & Zoomba dance Instructor

Mahnoor Farishta - The Angel
Corporate Development

- Oversees Business Development
- Former Analyst - Deloitte

Ting Shih
Lead Tech Partner - ClickMedix

- MIT alumnus
- Cartier Innovation Award Winner

Tanzeela Khan - The Silent Assassin
Project Manager



Salima Mohsin - The Pain Reliever
Head, Patient Care Coordination Team

- Nurse - MBA in HealthCare Management
- Leads team of nurses

Pick out 2-3

MEMORABLE POINTS





TEAM

For example:

Started with the **science**, with these experienced people

Added the **tech** team to build the platform

Building the **commercial** team now/in the coming months



TEAM

Character?

Driven by the same **purpose**?

Young and **Hungry**?
Experienced and ready for **new** challenges?