



1



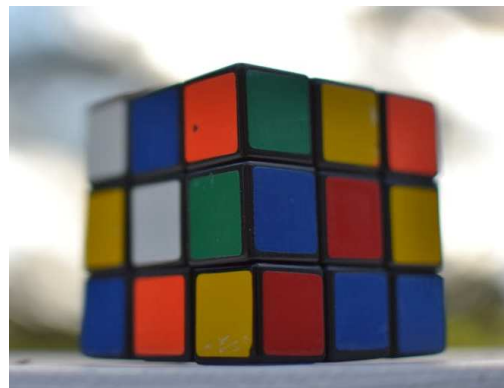
2

What should you include?

3

1. Pain Statement

- What is the problem?
- Unfulfilled need?



4

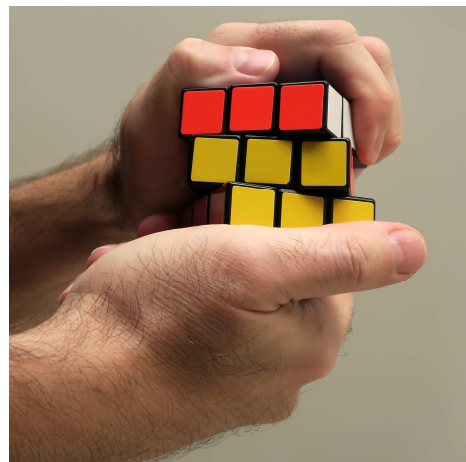
Pain statement should be...

- Easily understood
- Relatable
- An actual problem that needs solving

5

2. Value Proposition

- How does product:
 - solve the problem?
 - fulfill a need?
 - satisfy a want?
- What is value of your product



6

Value Proposition should include:

- Important features of product / how it works
- Explanation of value to customers
 - EX Saves time
 - EX Convenient to use
 - EX Saves money
 - Etc
- Explanation – comprehensive enough for people to understand; basic enough to be quick and uncomplicated

7

Make sure your pitch is...

8

- **SUCCINCT**
 - Concise; to the point – only 2 minutes to convince
- **EASY TO UNDERSTAND**
 - Clear about problem and features of product that solves problem
- **GREED INDUCING (GOOD INVESTMENT)**
 - Relatable to audience
- **IRREFUTABLE**
 - Audience should not be questioning veracity of your pitch