



Ice breaker

A strong opening or hook to introduce your audience to the context of your business.



Target audience and problem

The needs and issues of your target audience and/or users.



Market potential

What is the size of the market opportunity, and what evidence supports the demand for your solution?



Solution

How do you solve the needs of your target audience?
How does it work?



USP and competition

What differentiates your offering from competitors in the market? How will you position your brand?



Go-to-market strategy

How will you generate awareness, drive customer acquisition, and retain customers?



Traction

What metrics or data demonstrate the demand and potential for your solution in the market?



Financials

What is your revenue model, and how do you plan to monetize your product or service?



Team

How does your team's expertise position you to execute the business plan successfully?



Call to action

What specific action do you want your audience to take after hearing your pitch?

Exercise: your pitch foundations

Can you formulate an answer to the following questions?

Who could be the main character in your pitch?

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Write down the problem-solution fit for your customer in one sentence.

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What are sources of conflict you can embed in your pitch?

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Translate the added value of your offering into one or multiple metaphors that demonstrate the customer benefits for your target audience.

E.g.: Steve Jobs who referred to the iPod as '1.000 songs in your pocket'.

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What challenges might arise in the solution and how can you anticipate on them?

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What are the weak spots of your business model? How will you anticipate?

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Storytelling checklist: did I embed the following in my pitch?

- | | |
|--|---|
| <input type="radio"/> Clear objective | <input type="radio"/> Building climax |
| <input type="radio"/> Conflict | <input type="radio"/> Full circle moment |
| <input type="radio"/> Building bridges | <input type="radio"/> Metaphors/analogies |
| <input type="radio"/> Characters | <input type="radio"/> Setting |