

What is a “pitch”?

~~Deliver a message~~

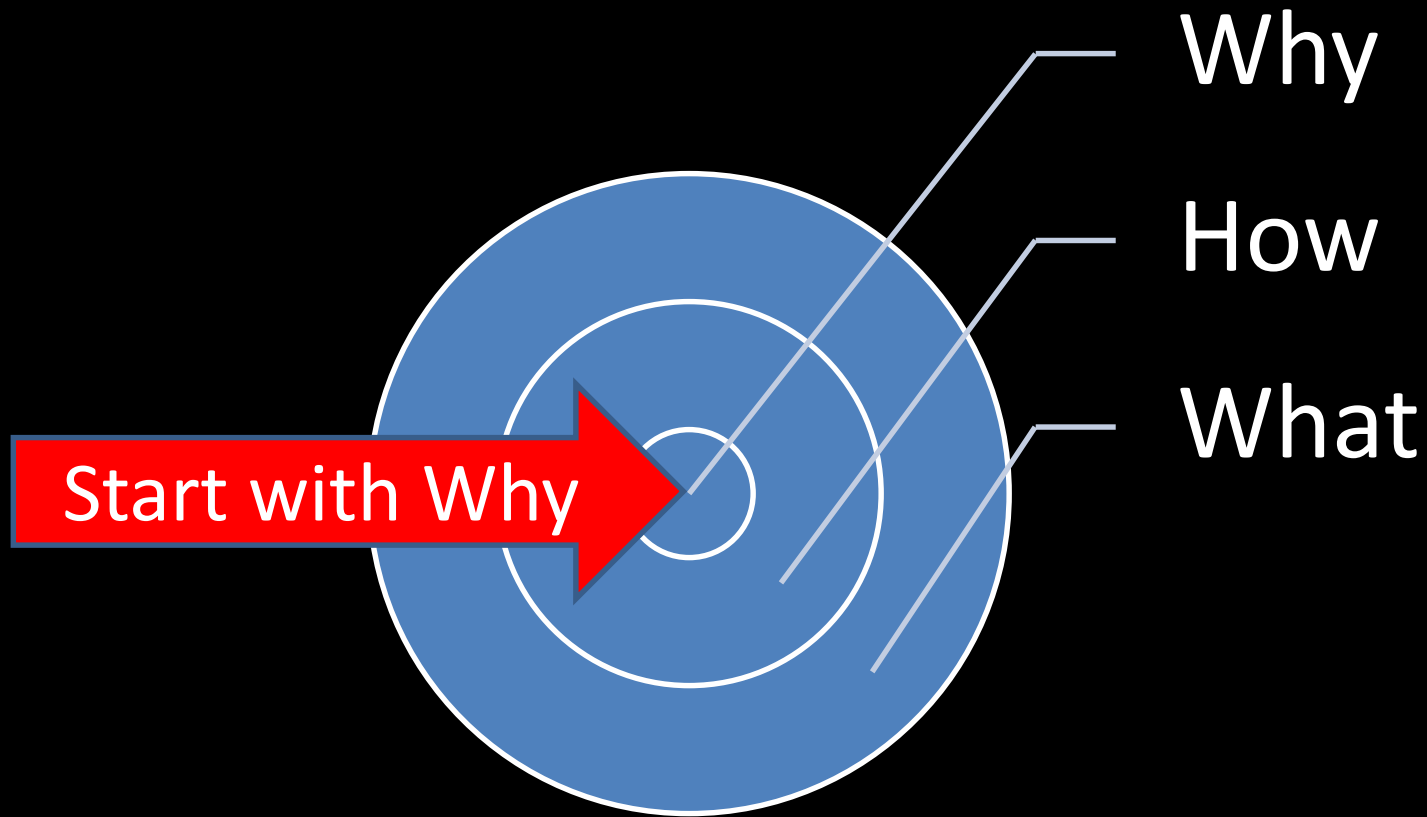
Make an impact

What impact do
you want to make?



Two levels of problems

1. Overarching or global
-> the problem is important
2. Individual (or company)
-> the solution is relevant





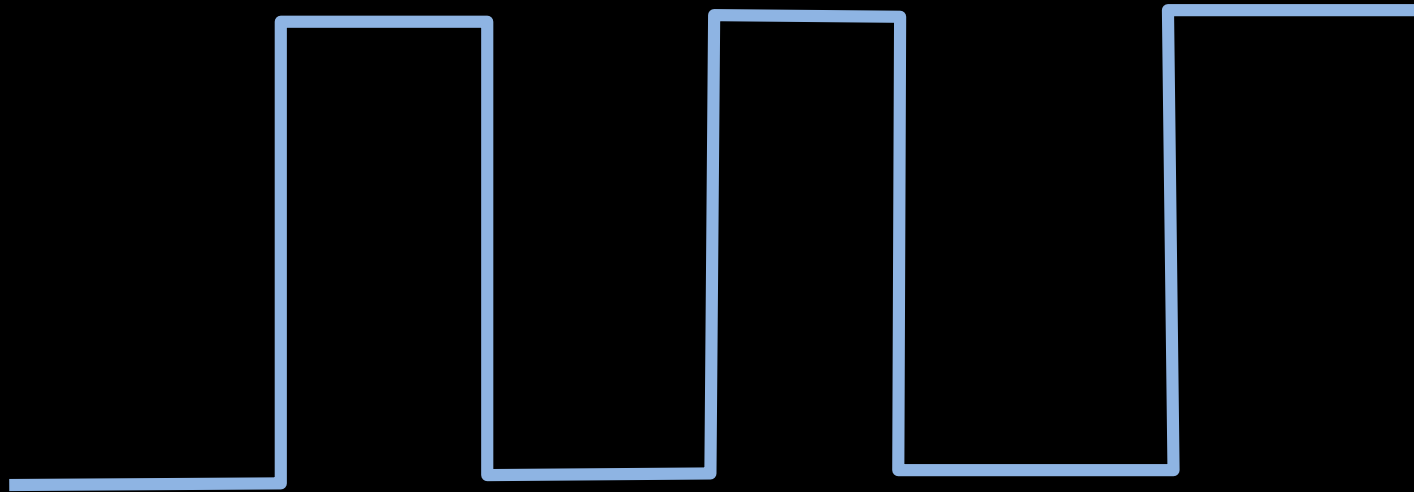
Solution to address the 2 levels

1. Solving the individual (or company) problem
2. Creating a positive impact on the overarching or global problem

You can describe the solution
without knowing what it is:
Describe impact if solved

Problem + Solution

Hell and heaven



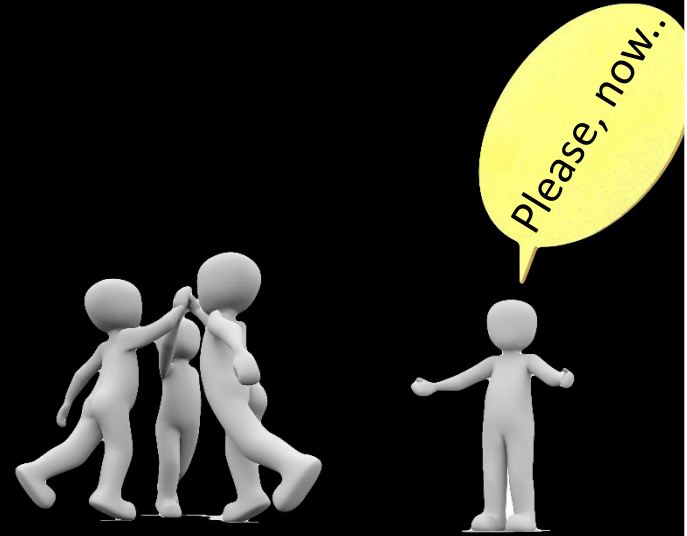
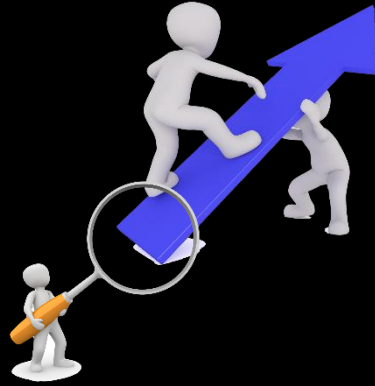


“Market” =

How widely applicable
is your solution?



“Business model” =
Can you do it forever?



The “Startup Sauna” formula

- Slogan
- Problem
- Solution
- Market
- Business model
- Team
- Traction
- Ask

Exercise

- Analyse Slush 2016 pitch winner
(Evelyne Rabe/CybelAngel, not Q&A)
- Identify the different pitch elements

