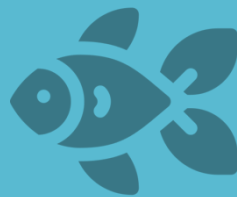


TEMPLATES



PITCH SCENARIO FRAMEWORK

WHY

DO

WE

EXIST

UNIQUE SELLING POINT (USP)

SE1 (Supporting Evidence)

SE2 (Supporting Evidence)

SE3 (Supporting Evidence)

MINDSET

TIME

tone

TIMING

CONTENT

LISTENING

BASIC PITCH STRUCTURE – PRODUCT/SERVICE

OPENING

PROBLEM

SOLUTION

BENEFIT

BUSINESS MODEL

TEAM & TRACTION

ASK

CLOSING



BASIC PITCH STRUCTURE – CONCEPT

OPENING

VISION

CONCEPT

UNIQUENESS

BUSINESS MODEL

TEAM & TRACTION

ASK

CLOSING



BASIC PITCH STRUCTURE - GAME

OPENING

BRAND

VISION

CONCEPT

UNIQUENESS

PEOPLE & PLACE

PRICE & PROMOTION

TEAM & TRACTION

ASK

CLOSING



PRESENTATION & ASK

OPENING (Start strong. Tell what is this presentation about and why should someone listen to you)

PRESENTATION (Present the message, show the Unique Selling Point and explain the arguments)

ASK (What would you like to achieve from this pitch? What are you trying to persuade us about?)

CLOSING (Summarize the key points, remind us about the important stuff and say Thank You!)



IMAGINE IF / WOULDN'T IT BE COOL IF ...

USP (Tell about the unique idea and what it brings to users/customers or the world)

1-3 SUPPORTING EVIDENCE (Describe this idea's benefits and share great arguments)

ASK (If you had a magic wand, what would you ask for e.g. one thing that could realize this idea today)



WHAT HOW WHY

WHAT (What is it about, what are you presenting? Introduce the topic.)

HOW (How does it work, function or operate? Describe the topic's action, process or how it looks)

WHY (Why are you presenting? What is the purpose? What is next? What do you need?)



WHY HOW WHAT

WHY (Why do you exist? Why is this important? Why do you wake up in the morning?)

HOW (How does this thing of your work/function/operate? Explain the Unique Selling Point)

WHAT (What is it about, what are you presenting? Introduce the topic)



EMAIL TEMPLATE

TITLE (Personal. Not generic)

OPENING (Dear Mike, we met/talked at ...)

WHY (Why are you Emailing? What is the purpose? What do you need? E.g. I am emailing you because ...)

WHAT (What is it about, what are you Emailing? Introduce the topic or explain the context e.g. We talked about ...)

HOW (How should you work? What is next? E.g. We could benefit / explore XYZ + describe)

CALL TO ACTION (What should the receiver do? E.g. I am looking forward to hearing from or meeting you)



PRODUCT DESCRIPTION: PROBLEM – SOLUTION – BENEFIT

PROBLEM (What is the problem/pain you are solving? Name 1-3 things from macro to micro levels)

SOLUTION (Describe your solution. Visualize if a product. Explain the process/experience if a service)

BENEFIT (Mention 1-3 benefit this solution brings to the users, customers or the world)



CONCEPT DESCRIPTION: VISION – CONCEPT – UNIQUENESS

VISION (Share a strong vision. Start with “Imagine if...” or “Wouldn’t it be cool if ...”. Reach for the stars!)

CONCEPT (Describe the concept visually. Make it visible to us, don’t keep it in your head!)

UNIQUENESS (Tell us how special or unique this concept is and why?)



PEOPLE – PROMOTION – PLACE – PRICE

PEOPLE (Who is this for? Mention the users/customers and describe them if needed e.g. Personas)

PROMOTION (How do you reach people? Which channels? What are the marketing strategies?)

PLACE (Where is this product/service/concept delivered/made? Where can you get it e.g. website or shop)

PRICE (How much does it cost e.g. Free or 10€/Unit? How can you pay e.g. cash or credit card?)



STAKEHOLDER MAPPING - NETWORKING

THE MARK (People you are seeking to persuade e.g. customers, partners, investors, buyers...)

EXISTING

TO FIND

THE MENTOR (People who can help with their knowledge e.g. advisers, mentors, masters...)

EXISTING

TO FIND

THE SIDEKICK (People by your side doing the thing you do e.g. cofounders, key team members...)

EXISTING

TO FIND

THE CONNECTOR (People who helps you to connect with other people)

EXISTING

TO FIND

