

— HOW TO PITCH



1. **The Problem**

Which problem do you want to solve? (Present your persona / customer)



2. **The Solution**

What is your value proposition? How does your idea help the customer to reduce their problems and how does your idea generate added value?



3. **The Business Model**

Does your idea influence the existing business model? Why do you assume customers would pay for your solution?



4. **The Market and the Competition**

Think about a suitable market: does your idea target a highly competitive market oder do you aim for a rather small market? What is the (potential) target group? Also, name your most important competitors and explain why you differ from them.



5. **The Team**

In order to convince sponsors and / or the management and to reduce the perceived risk, introduce your proposed team constellation: which skills do you need? What are the next steps and which possible obstacles do you need to overcome? What can you contribute and what do you require from others?



6. **Summary and “Call to Action“**

Summarize your idea: What is the name of your solution and what is special about it?

Repeat the two most important benefits of your solution and finish the pitch with a strong statement.