

The Pitch Storyboard.

Sketched by

Date

1 Name of the Idea / Startup

Example: Foodscovey

2 One-liner (Name of your Startup + Customer-related verb + Customer Segment + Job-to-be-done + your Service or Product)

Example: Foodscovey is a global market place that connects producers of authentic local food to foodies all over the world

3 Big Picture (incl. Problem Statement)

What is the big picture? Why is your idea / product important? What are the inefficiencies you tackle?

4 Service / Product Demo (Solution)

How does your service or product work? What is the value proposition? What are some use cases?

5 Business Model

How do you plan to make money with your idea? What's the revenue model? What's your price plan?

6 Customers

Who are (or will be) your customers?

7 Market

How big is your addressable market? Why is it a great investment opportunity? Why now?

8 Competition / USP

Who are your competitors? What's your competitive advantage? What are your unique insights?

9 Traction

What are your recent achievements? (e.g. customer base, product development, strategic partnerships)

10 Vision

What's the vision for your organization, product or idea? What's the growth potential of your business?

11 Roadmap

What are your next steps? (e.g. product development, building your organization, go-to-market)

12 Team

Why are you the best team to execute this plan? What's your professional background? What are your team roles?

13 Financial Planning

How much money do you need to grow your business? What will you be spending the money on?

14 Call to Action (relates to SMART goal)

What do you want from your audience, and why?



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