

# Pitch Storyboard ⇨

Pitch your ideas compellingly

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Sketched by

\_\_\_\_\_  
Date

## Name of the Idea / Startup

Example: Foodsccovery

Write your message here

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

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

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## Big Picture (incl. Problem Statement)

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

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## Service / Product Demo (Solution)

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

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## Business Model

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

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## Customers

Who are (or will be) your customers?

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## Market

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

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## Competition / USP

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

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## Traction

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

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## Vision

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

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## Roadmap

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

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## Team

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

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## Financial Planning

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

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## Call to Action (relates to SMART goal)

What do you want from your audience, and why?

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