

# PITCH FLOW

## HOOK

Get the audience to immediately care about the problem you are about to introduce. [Insert anecdote (story), personal experience, shocking fact, quote, or statistic, or user profile intro]

## PROBLEM

Get the audience to understand exactly what the problem is and be convinced that it is a problem.

[Insert Problem Statement]. Connect the problem to the users' needs. [Insert Need Statement]

## SOLUTION

Name the solution [insert Solution Statement] + Describe how it works  
-Sell the Value Proposition  
-Communicate the traction  
-Establish and assert credibility

### Solution Details

- 1) Define what the solution exactly is
- 2) Describe how it works in a way that anyone you're talking to would understand

### Traction

- 1) Show the support that's behind your idea already from users, stakeholders, and partners
- 2) Briefly describe how it will roll out (pilot) and then grow bigger (scale)

### Value Proposition

- 1) Explain how it will meet the users' needs (aka. Why + how it works)
- 2) How it's better/different from the 'competition'

### Credibility

- 1) Make the audience believe you are the experts on this subject
- 2) Communicate why you know this solution will work, and why they should be confident in you

## ASK

Present what you need from each stakeholder in the audience to get your idea off the ground. Be specific.



**STARTLAND**

INSPIRE INNOVATION