

The Great Pitching Checklist

1 Problem to Solve

- > Define the situation
- > General market information
- > Trends: Problems and/or Opportunities to start from.
- > What's the relevance of your problem?

2 Your solution/offering

- > Define your idea/concept in one slide
- > Describe everything in 3 sentences max.
- > Pitch like a sales person
- > What's your solution to the problem? Why is it unique?
- > Visual mock-up or prototype of your concept

3 Value of solving the problem

- > How are you going to make (big) money?
- > How many customers do you want to approach, what's your market size?
- > What's your market potential? How fast are you going to move?
- > Key financial figures

4 Credibility

- > What are the assumptions you validated? What was the outcome?
- > Have you approached different stakeholders? What did you learn?
- > Why will it work?
- > Why should they believe you?

5 Call to Action/Next Steps

- > What's the roadmap you want to follow?
- > What are the main assumptions you want to test with a Minimum Viable Product?
- > How will the MVP look like? What do you want to build?
- > Investment needed? (costs, people, resources, ...)
- > First 6 month & long term vision

About this tool

The "Great Pitching Checklist" helps you to deliver a powerful pitch. The 5 key elements of a pitch illustrated in this

tool should be present in every pitch. Use the format above to develop a logical storyline and double check if you tackled all essential

questions when you dry-run your pitch.