

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