

# Understand

Stage 1



## Key Facts & Data:

What are the main facts, figures, statistics, data points and background information of relevance here?

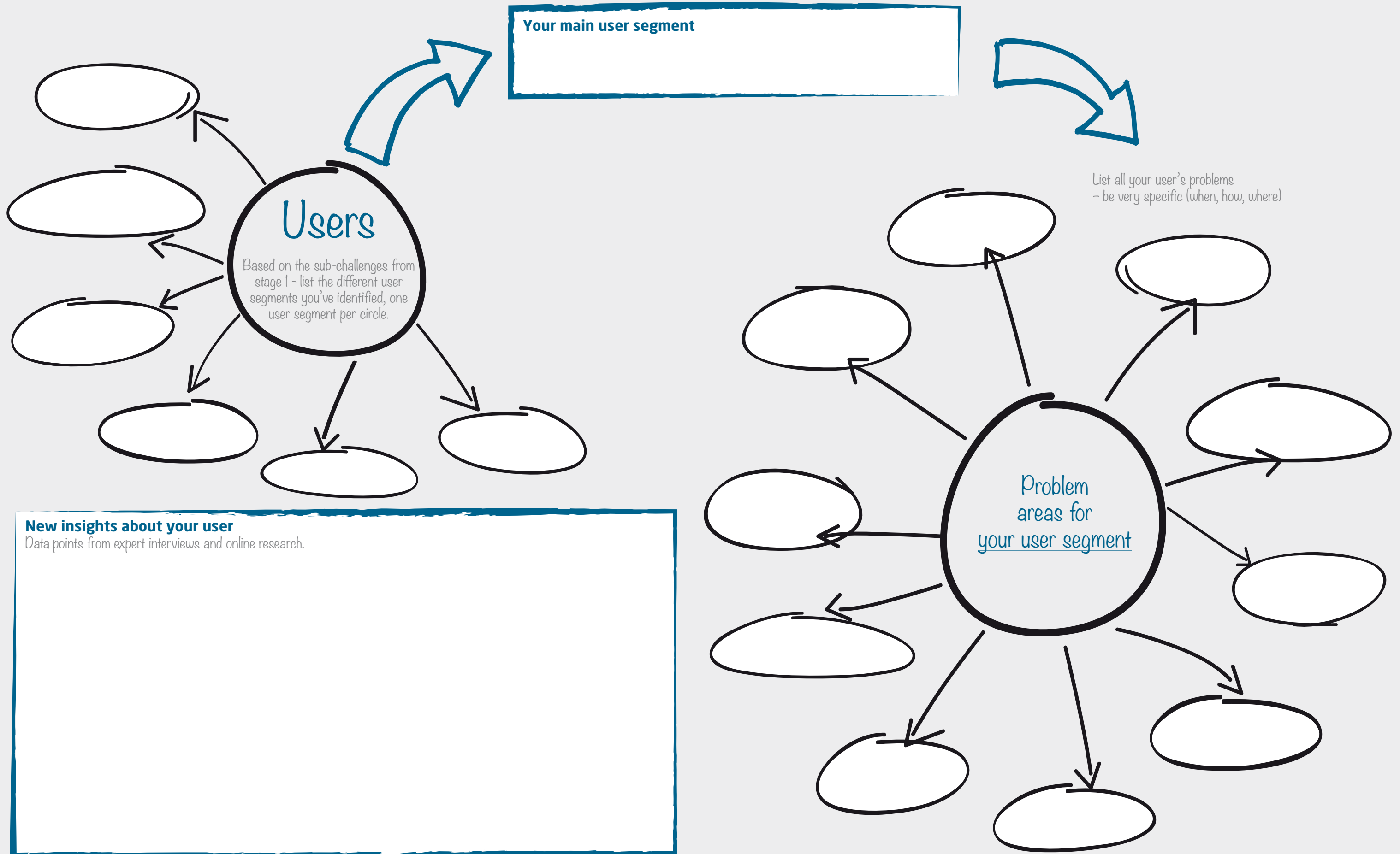
## Insights (Research/Observe)

List below anything you have researched or observed which may be useful in understanding the case? Consider environmental, technology and business trends. Can you think of success or failure stories in this space?



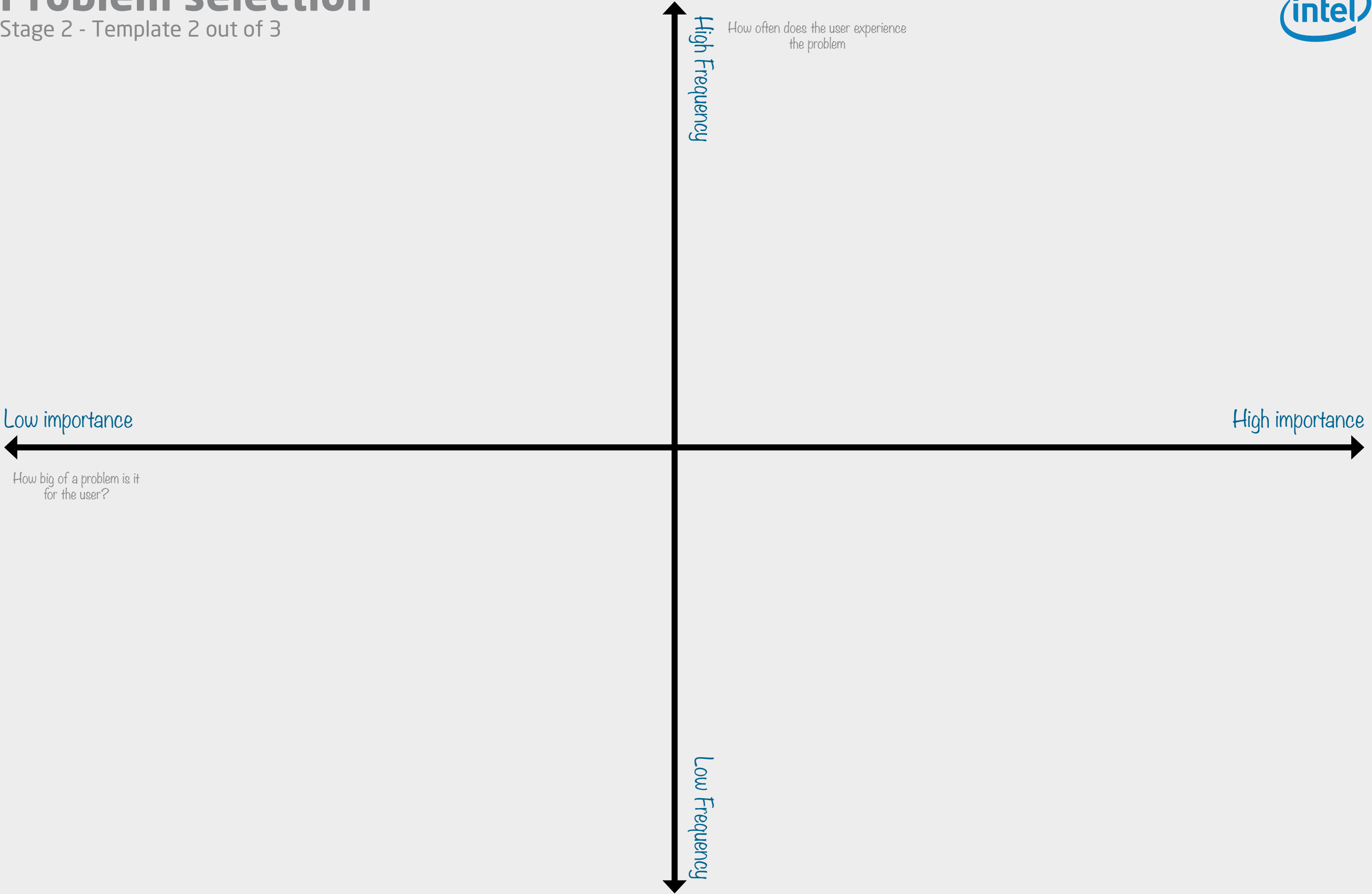
# Identify

Stage 2 - Template 1 out of 3



# Problem selection

Stage 2 - Template 2 out of 3



# Problem description

Stage 2 - Template 3 out of 3



## User

Describe your final user segment and why you have chosen to focus on this user.

## Problem

Give a brief description of the core problem and make a list of other related sub-problems.

## Problem statement

Formulate one very precise sentence that summerizes exactly the problem you want to solve.

How can we help your specific user segment solve X specific problem

Example: How can we help seniors with Alzheimer’s who live in a nursing home and can’t find their way home if they go out of the building alone?  
Example: How can we help students (age 12-15) from low-income families who live in rural villages in South India to get a better education?

# Idea selection

Stage 4 - Template 1 out of 2



Unique but not valuable  
- you'll own a market that doesn't exist

On what level does your product or service differ from competing products or services?

Unique and valuable  
- this is where you make margin, money and history

Low value

High value

How big is the problem for the user?

High level of uniqueness

Low level of uniqueness

Not unique and not valuable  
- you're a bozo

Valuable but not unique  
- you'll have to compete on price

# Idea description

Stage 4 - Template 2 out of 2



## Problem

What problem are you trying to solve? What user need are you satisfying?

## Solution

What is your idea and how does it work? What is the core functionality of your idea? What is your unique value proposition to the user? How will you market your solution and reach the user?

## User

Who are you helping with your solution? Who is the most important user?

## Competition

What are the alternative solutions to the problem? Who offers these solution? How will you beat the competitors?

## Costs

What will it cost to develop your solution?  
What are the ongoing fixed + variable costs?

## Revenue

How are you going to make money? Who pays? How much will they pay? How do they pay (one-time fee/ongoing subscription/license..)?

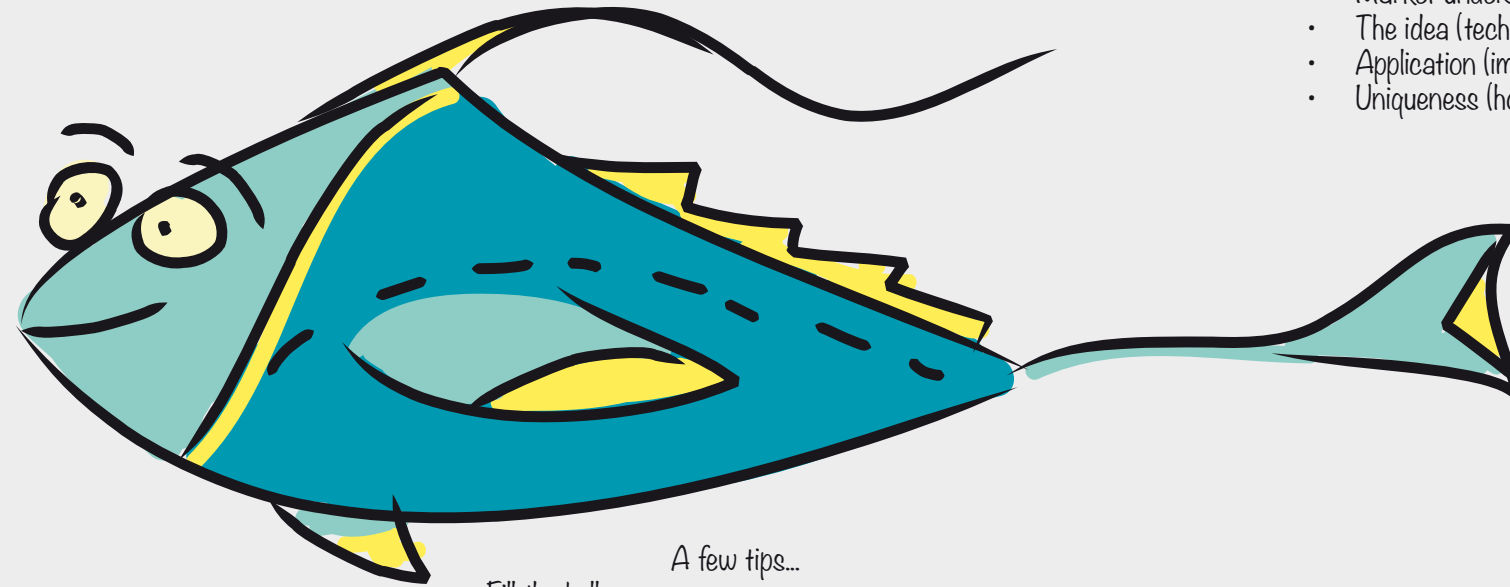
# Pitch structure

Stage 5



Remember to cover these elements in your pitch:

- The pain (your understanding of the problem)
- Market understanding (scalability and impact potential)
- The idea (technology and value proposition for the user)
- Application (implementation readiness, business model/funding model)
- Uniqueness (how innovative is the idea?)



Bite into the viewer

Flick of the tail

Fill the belly

A few tips...

- Speak loud and clear, and not too fast
- Look at the audience (not the at the slides)
- Use positive body language
- Use humor (when appropriate)
- Stay within the time limit (3 minutes)
- Do not put too much text on your slides
- Do not panic if you make a mistake just take a deep breath and start over

**Intro**

**Content**

(Psst... idea description template might be useful)

**Closing**