Explain – why? Why specific competitors, why specific channels etc.

1.Title

2. The deal

* What Do you sell To whom For how much
* B2C/ B2B/ B2B2C

3. Market and segmentation

* User characteristics (demographic/geo/behavioral/psycho)
* beachhead market

\*To define beachhead market, first use the «who is your customer» sheet

\*Show TAM/SAM/SOM/Beachhead

4. The product

* Visualisation
* Short description of the solution/idea

5. Value proposition and competetive advantage

* Value Metrics
* Impact
* Key players/competitors
* Key partner organisations
* Key stakeholders
* Keeping the user

6.Key activities, resources, channels, customer relationship

7. Risks

* Assesment framework and solutions

8. Team and dream

* Members
* The dream
* Revenue
* When
* what do you request?