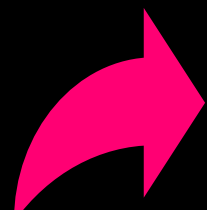
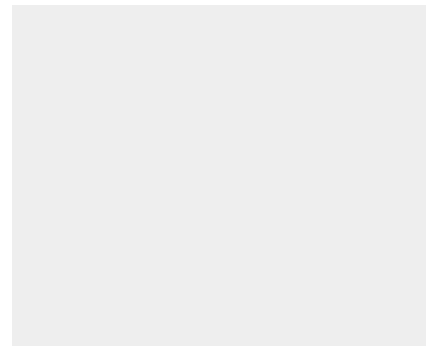
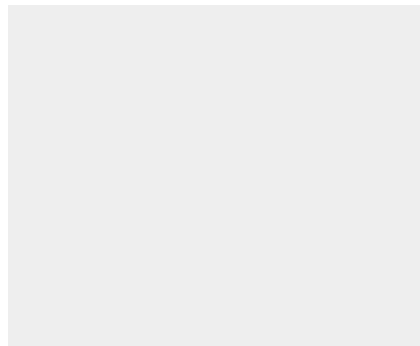
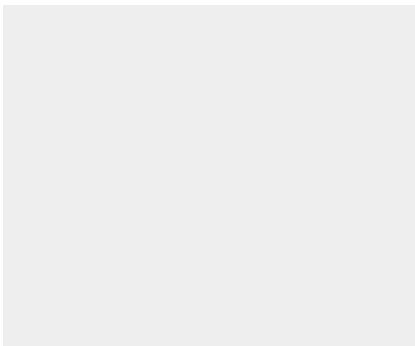


Product

Slides x2



Usually in your deck you'll show 3 features.
But how do you know what 3 to show?



First the Setup



We can all agree...

Problem

And that creates a problem...



But what if?

- THEN PAUSE -





Dropbox



It's 2007 and storage is a mess...

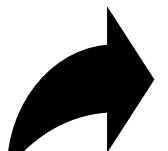
Problem

It's still a pain to work on multiple computers, protect files from loss...



In a perfect world your files are wherever you are, on any device and you'd never worry about losing data...

And you'll know you've nailed the setup if investors are leaning in to ask - interesting, how?



Next your Solution

Product Slide #1

A white exclamation mark on a black square background.

It's 2007 and storage is a mess...

The word "Problem" in white text on a black square background.

It's still a pain to work on multiple computers, protect files from loss...

A white question mark on a black square background.

In a perfect world your files are wherever you are, on any device and you'd never worry about losing data...

The word "Solution" in white text on a blue square background.

Introducing dropbox... with deep integration into every operating system

HOW ARE YOU DIFFERENT?



Finally your Product

Product Slide #2

!

It's 2007 and storage is a mess...

Problem

It's still a pain to work on multiple computers, protect files from loss...

?

In a perfect world your files are wherever you are, on any device and you'd never worry about losing data...

Solution

Introducing dropbox... with deep integration into every operating system

Product

So you can automatically sync files across any device



AND WHAT DO YOU UNLOCK?

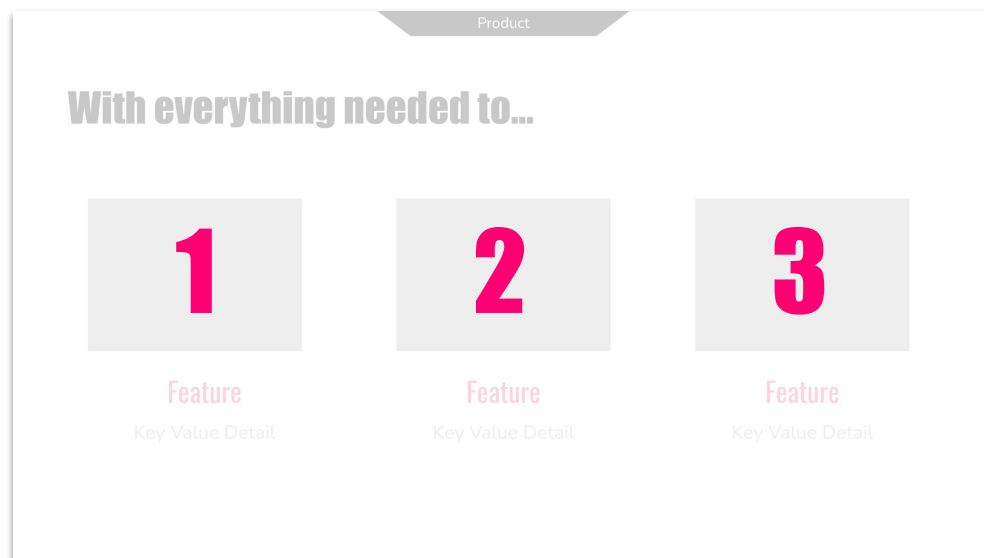
**But even if the investors agree with you,
objections start creeping into their minds...**



3 features **to tackle** **objections**



So don't just show a random 3 features on your product slide, **make sure they tackle objections...**



Not sure which **objections?**



The Value Equation

In Alex Hormozi's book \$100M offers he laid out a value equation that every customer uses to evaluate any product...

$$\text{Value} = \frac{\begin{array}{c} \text{↑} \\ \text{Outcomes} \end{array} \begin{array}{c} \text{↑} \\ \text{Confidence} \end{array}}{\begin{array}{c} \text{Delay} \\ \text{↓} \end{array} \begin{array}{c} \text{Effort} \\ \text{↓} \end{array}}$$



Everyone wants a Better Outcome and...

- ↑ Confidence that your solution will work for their unique situation
- ↓ That it'll minimize the delay it takes to get that better outcome
- ↓ And that it'll save them effort to get that better outcome

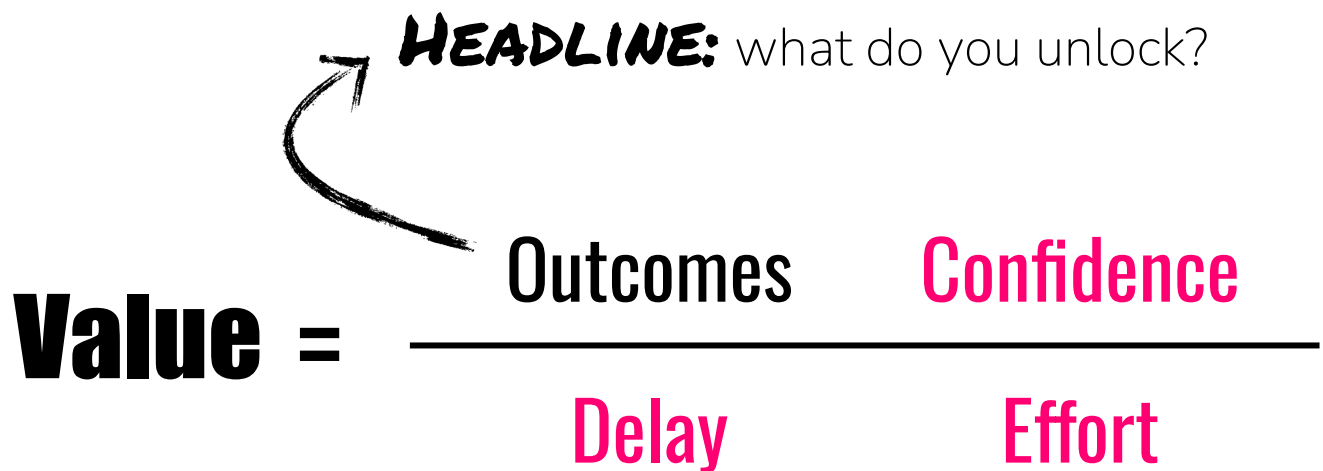


Your Product Slide

And that value equation gives you a perfect roadmap to creating your product slide headline + 3 specific features

HEADLINE: what do you unlock?

Value =
$$\frac{\text{Outcomes} \quad \text{Confidence}}{\text{Delay} \quad \text{Effort}}$$



Feature to answer
Confidence objection

Feature to answer
Delay objection

Feature to answer
Effort objection

**Remember that it's always easier to
answer objections before they come up**



So To Recap

1. Use the why now script to setup your solution
2. Answer how you're different on your Solution Slide
3. Answer what you do on your Product Slide and use 3 features to answer the investors objections 💪

