

## #1 Problem to Solve

- Define the situation
- General market info
- 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 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 already 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