Understand
Stage 1

Key Facts & Data:
What are the main facts, figures, statistics, data points and background information of relevance here?

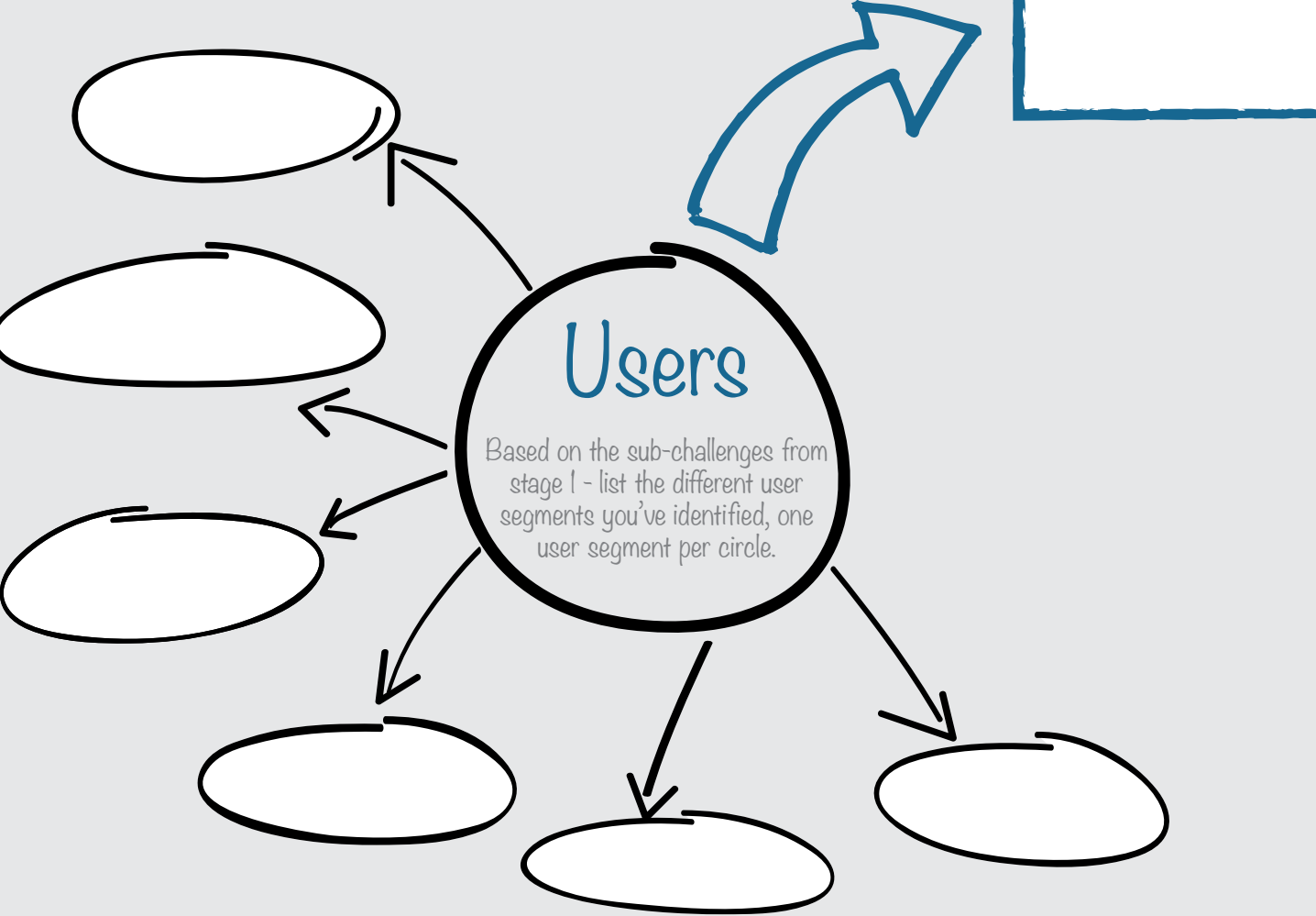**Insights (Research/Observe)**
List below anything you have researched or observed which may be useful in understanding the case? Consider environmental, technology and business trends. Can you think of success or failure stories in this space?
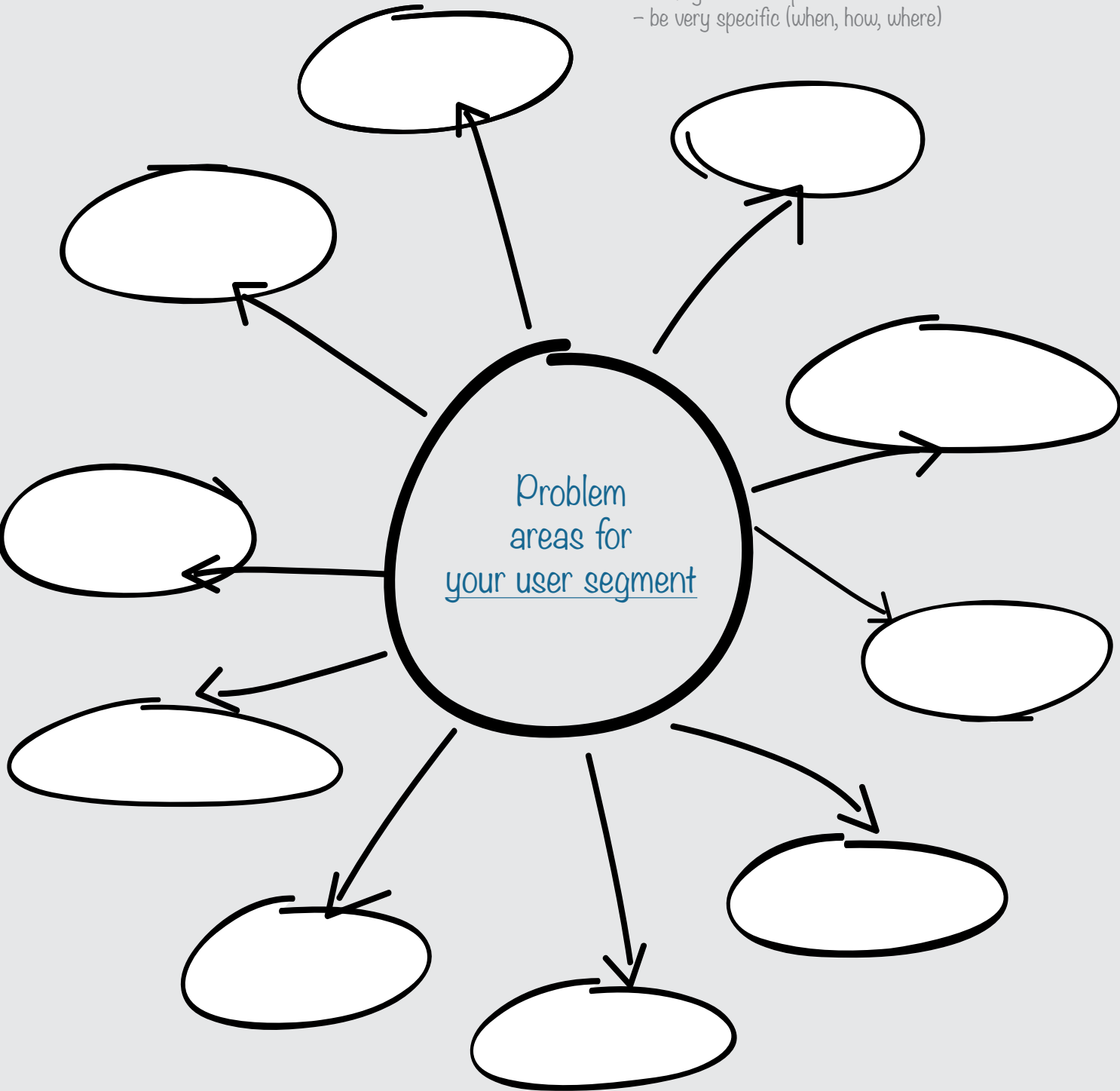
Challenges

Break down the overall challenge into different problem areas (sub-challenges), write one sub-challenge per circle.

Identify

Stage 2 - Template 1 out of 3

Your main user segment

Users

Based on the sub-challenges from stage 1 - list the different user segments you've identified, one user segment per circle.

List all your user's problems – be very specific (when, how, where)
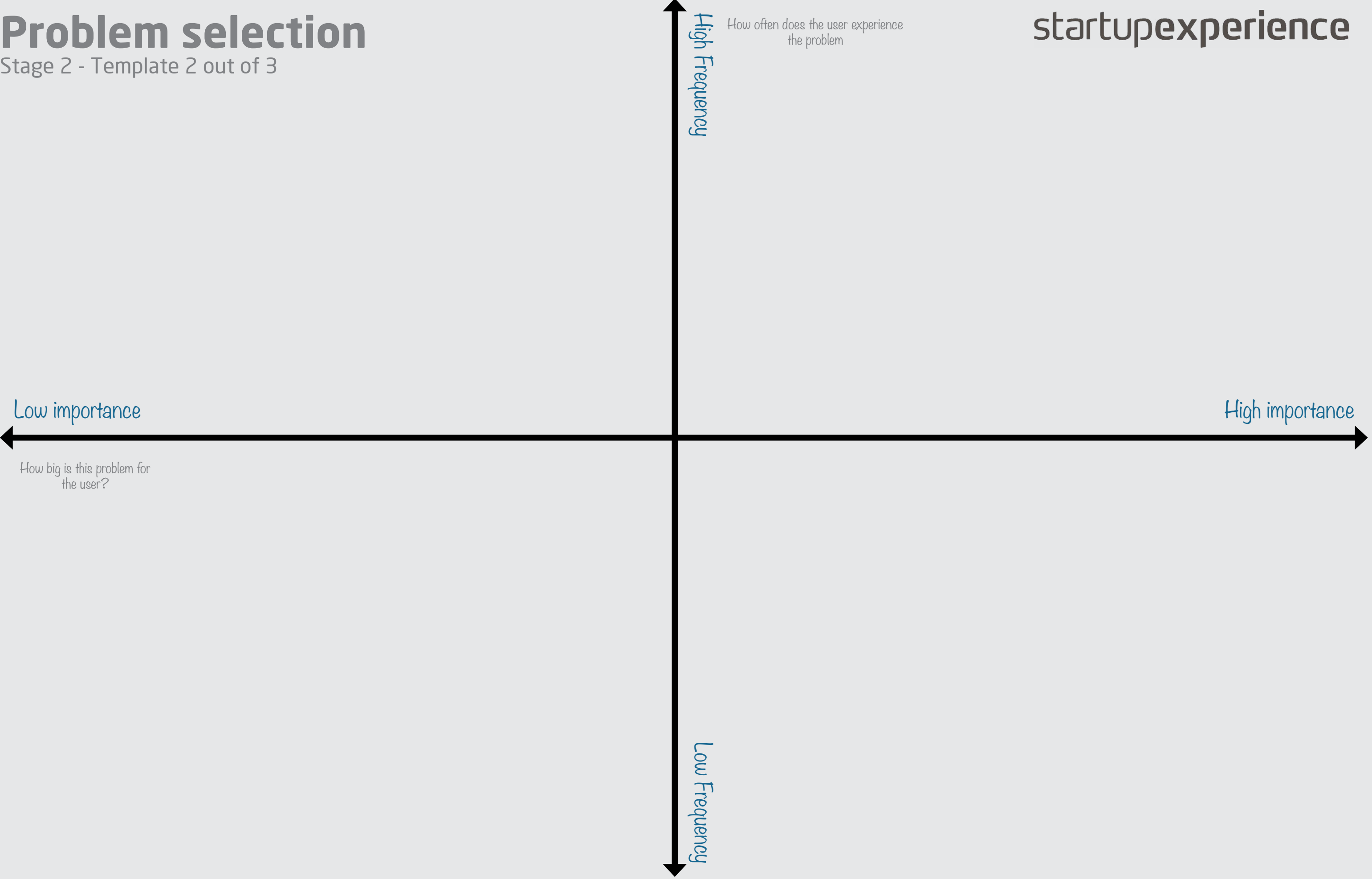
Problem areas for your user segment

New insights about your user
Data points from expert interviews and online research.

Problem selection
Stage 2 - Template 2 out of 3

High Frequency

How often does the user experience the problem

Low importance

High importance

How big is this problem for the user?

Low Frequency

Problem description

startupexperience

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 sentense 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

How does your product or service differ
from competing products and services?

High level of uniqueness

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

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

Low value   High value

How big is the problem for the user?

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

startupexperience

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?
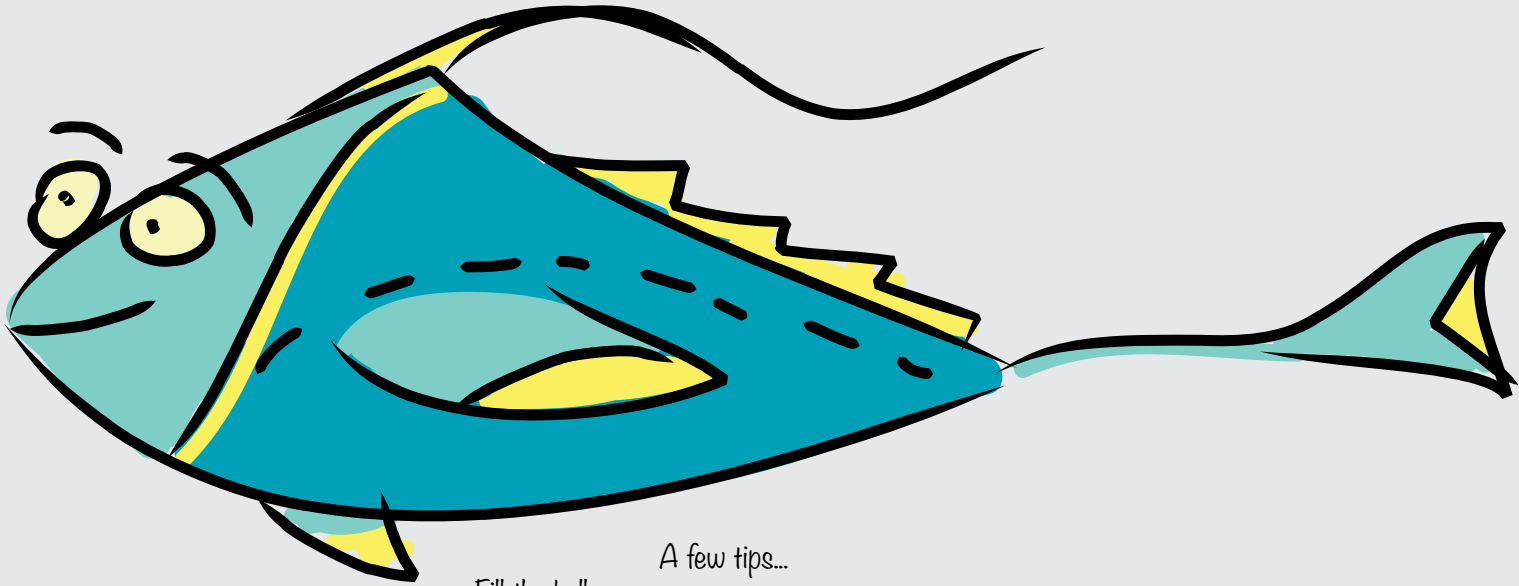What are the ongoing fixed + variable costs?

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)
· Feasibillity (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