



FUTURE ANYTHING

Pitching Template

[P - P - P - P - A]

Opening Statement: What change are you and your product going to make in the world?

Problem: What problem are you solving for a) the world b) your customer?

***Why You?:** Why do you care about solving this problem for your customers? How has your life been affected by this industry and business? Why should your audience have confidence that you will do what you say you are going to do?

*Why You? Can show up anywhere in your pitch

Product (or service): As simply as possible: what is your product or service? & how does it work?

(Value) Proposition: How do you help your customers get results differently to your competition, or alternatives? What are your unique points of difference? Show you have researched the market and the competition.

(Business) Plan: How do you get paid? What's the opportunity for growth? How can you scale beyond your current scope: new industries, territories, applications of partnerships & technology?

Ask: Finish the pitch strongly with a clear request for the audience to take action - what is their first next step? What do you need? Why should they respond to your call to action? Be compelling.