

# PPPPA PITCHING TEMPLATE

**Opening:** Your audience will remember the first and last thing that you say and/or do. How can you open your pitch with something powerful, persuasive and memorable?

**Problem:** What problem are you solving? Who are you solving the problem for? Why is the problem worth solving?

**Why You?:** Why are you and/or your team the best people to solve this problem? Make sure you provide credibility. This could be through your team's key skills, and experiences or through partnerships that you've secured. ('Why You?' can show up anywhere in your pitch)

**Product (or service):** As simply as possible: what is your solution and how does it work? Ensure you explain your impact/beneficiary here.

**Points of Difference:** What makes your idea new or different? What benefit/s do you offer to your customers/users? Who are your top competitors and how/why are you better/different?

**(Business) Plan:** Is your idea financially viable? Present your start-up costs, cost per unit, RRP and Profit. How will you get your first customer/s? Explain your marketing strategy.

**Ask:** What do you need to launch (or scale) your solution? You might ask for money, time, support, resources, sponsors or partnerships.



**FUTURE ANYTHING**