

Start with a story that
illustrates the problem

or say

“The problem we’re solving
is...”

Our solution is...

**This is a big opportunity
because...**

Our target market is...

We'll acquire customers by...

We make (or save) money
by...

Our key competition is...

We're better because...

Our team is...

What we've done so far is...

What we'll do next is...

We are asking for...