

Value Proposition – Pitch Template 1

1. We have a (state the technology concept in concrete language).
2. That is like (use an analogy or metaphor).
3. It is unique in (describe the key attributes from your napkin drawing).
4. This opens up the opportunity to (highlight the commercial opportunity you see on your category map).

Value Proposition – Pitch Template 2

5. The potential target customers could be (state the target segment possibilities from your market fishbone),
6. Who need to (describe the customer use case from your strawman as well as pain points),
7. Unlike the (state the competing alternatives).
8. We can (highlight your unique competitive differentiation/advantage).

Value Proposition – Pitch Template 3

10. We currently have (state your accomplishments to date).
11. We are asking for (state what you need).
12. So that we can (state what you will do with the resources supplied to you).
13. To deliver (state what you will accomplish).