

Pitch Creator

For wrapping it all up and getting others to commit

Challenge = Opportunity

What's happening in the world? Relevant trends, changes in the business landscape...

Why

Why is it important to us? Why now? How is our mission statement related to this?

How

What's the business objective for us (as a company)? What is the endeavour we want to drive & benefit from?

Validated target group and their needs

What kind of target group did you find and what needs, motives and emotions do they have based on the interviews?

What

What is the concept and its value proposition (emotional and rational)?

Validation

How have you validated the value prop and what did you find out?

Impact

Business impact

What kind of business does this generate for us? What strategic position does it help us to acquire?

User impact

What is the impact for our user/customer?

Social impact

What is the direct and indirect impact to the society and environment?

Next steps

What's happening next? What will we validate next? What do we need from the audience? How do we keep your colleagues informed?