PITCH FRAMEWORK

Rule 1: Make the audience step into your shoes, give them access to your world and allow them to perceive the problem and the solution the same way as you do. They have to understand why it's exactly you who created exactly this type of solution.

Rule 2: Put everything in one story which you share in an honest, authentic manner with very simple, easy understandable language.

WHY do I do what I do?

What is the underlying driver that makes you do what you do today? What happened in your past that created this restless motivation in you to work on this solution (which you have not shared yet). What is your vision and how come you have this vision?

Proof/Example of my "WHY".

Go into the details by sharing a specific example or a specific situation which represents what you have explained in the WHY section above.

Description of the problem I am trying to solve.

Explain the problem that you are trying to solve and make it relevant by also giving facts & figures.

HOW do I solve the problem?

What is your method, approach, style or technique to solve the problem? This should be derived from the WHY and is not the final solution.

WHAT do I do to solve the problem?

Explain your solution (product, service, skill, idea etc.) in a simple and clear manner. Make sure you highlight the unique direct benefit for the beneficiary of your solution.

Call-To-Action

What do you want your audience to do now? Use a straightforward punchline which is easy to understand. Your vision can be included here or at the beginning (WHY) of the pitch, wherever it fits better in regard of your solution.