

Business Proposal Pitch

While your presentation should include the elements below, the presentation should not seem like a mechanical walk through these elements. Rather, the idea is to make a compelling pitch for your business and business model, and the inclusion of these elements should simply help you make your pitch highly compelling. That said, assume your audience is not necessarily familiar with these elements and therefore what you say should have smooth and comfortable transitions that enable you to tell a convincing story.

1. YOUR PURPOSE & VALUE PROPOSITION

- Introduce the theory of value for your business
 - Here is what is commonly believed
 - Here is what I believe that is different (my contrarian beliefs) and how it will create value
 - This is why my product/service is needed, novel, and will be successful

2. CORE PROBLEM

- Articulate a clear, simple statement of the core problem in 1-2 sentences

3. SUB-PROBLEMS & SOLUTIONS

- Identify 3-5 sub-problems or obstacles that need to be solved in order to solve the core problem and make your contrarian beliefs a reality
 - Anticipate what concerns an investor, future co-founder, or other resource provider might have and address them here
- Respond to each sub-problem with an explanation of how you will resolve each one
 - Help us see the causal logic in the architecture of how you will build your solutions to each sub-problem

4. EXPRESS YOUR THEORY OF VALUE IN AN "IF-THEN" STATEMENT

- Declare the potential value using an "If-Then" statement
 - *"If we solve the core problem by solving the sub-problems, then we introduce this value_"* (insert your core problem, sub-problems, and value)

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5. YOUR BUSINESS MODEL

- Give a high-level overview of your business model, and discuss how it solves your core problem and subproblems
- Explain your sales strategy, customer focus, revenue streams, pipeline, suppliers, partners, etc.

6. NEXT STEPS

- What are the next things I will do to test my theory and make sure my business model will work?
 - What do I still need to know?
 - What experiments do I need to run?
 - What resources should I shop for (do I need to hire talent, obtain technology, purchase assets)?
 - Where and how will I search for additional solutions (outside and/or inside my business)?

7. OUR TEAM, OUR STORY, OUR SKILLS, OUR RESOURCES, OUR NEEDS

- Introduce yourself and your team, including relevant background, skills, and experience
- Share your origin story/personal story that explains your passion and motivation for your business idea (you may choose to weave this into an earlier section when explaining your contrarian beliefs, or the problem or solution)
- What resources do you already have?
- What else do you need?

8. Q & A

- Prepare for Q & A by anticipating questions and objections you are likely to get
 - Ask others for input to help you think of questions you may be asked
 - Decide which potential questions should be included in your presentation and which should only be addressed if asked
 - Plan your answers