



WHO ARE YOU

WHAT IS YOUR RELATIONSHIP TO THE AUDIENCE



PROBLEM

PAIN FRAME, RESISTANCE TO CHANGE



WHY DOES THIS MATTER TO YOU
YOU CARE BECAUSE



SOLUTION

A group of men are participating in a tug-of-war competition. They are wearing green t-shirts and red kilts. The man in the foreground is pulling the rope with a determined expression. Other men are visible behind him, also pulling. The background shows a grassy field and a crowd of spectators.

GAIN, FORCES FOR CHANGE





MARKET SIZE

HOW BIG IS IT



DO NO HARM
SOCIAL GOOD





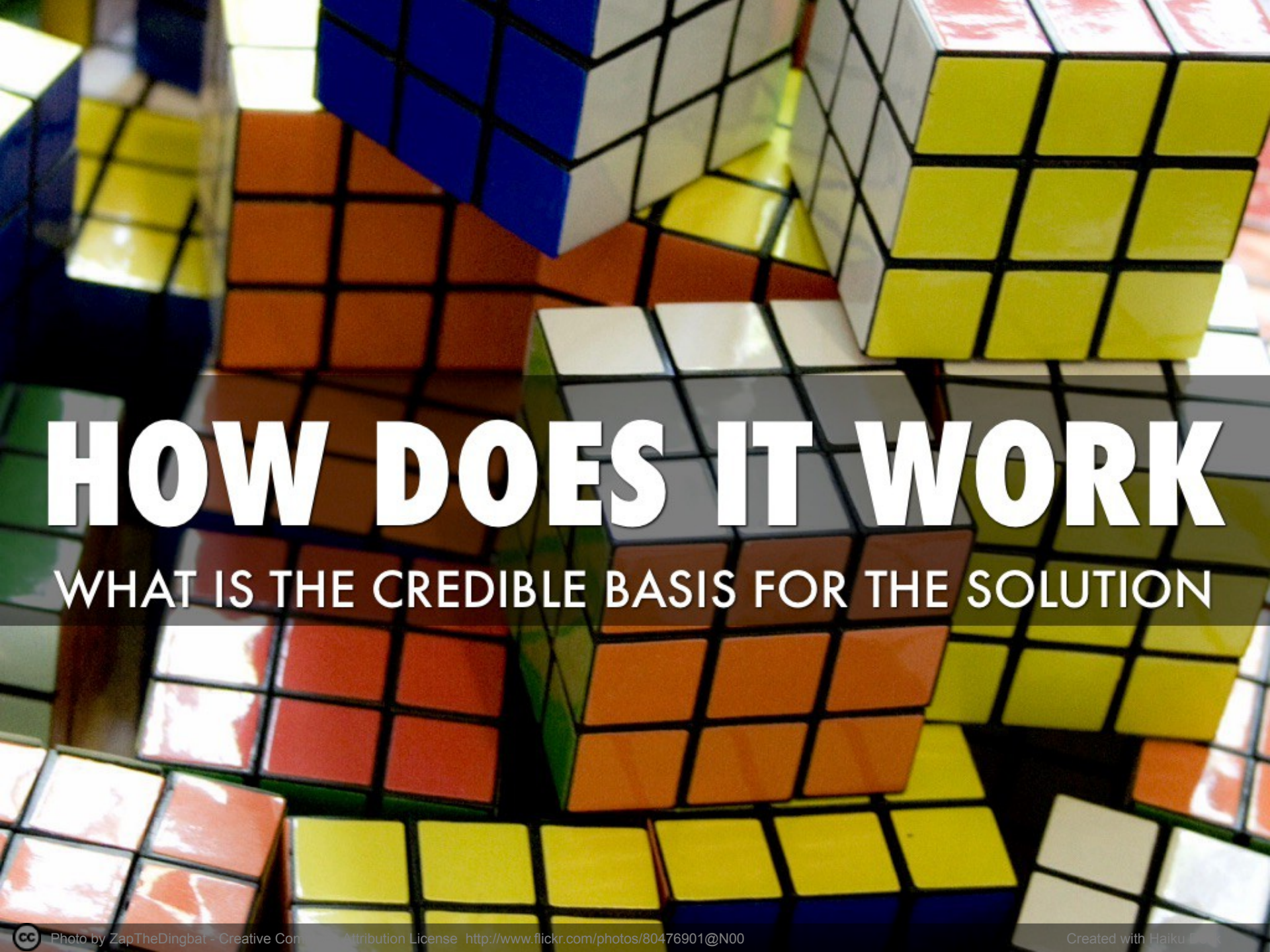
URGENCY TO FIX WHY NOW TRENDS





HOW IS IT SOLVED TODAY AND BY WHOM **COMPETITION**





HOW DOES IT WORK

WHAT IS THE CREDIBLE BASIS FOR THE SOLUTION



HOW DOES IT MAKE MONEY

BUSINESS BOX

TEAM



WHY CAN YOU CRACK THIS MARKET



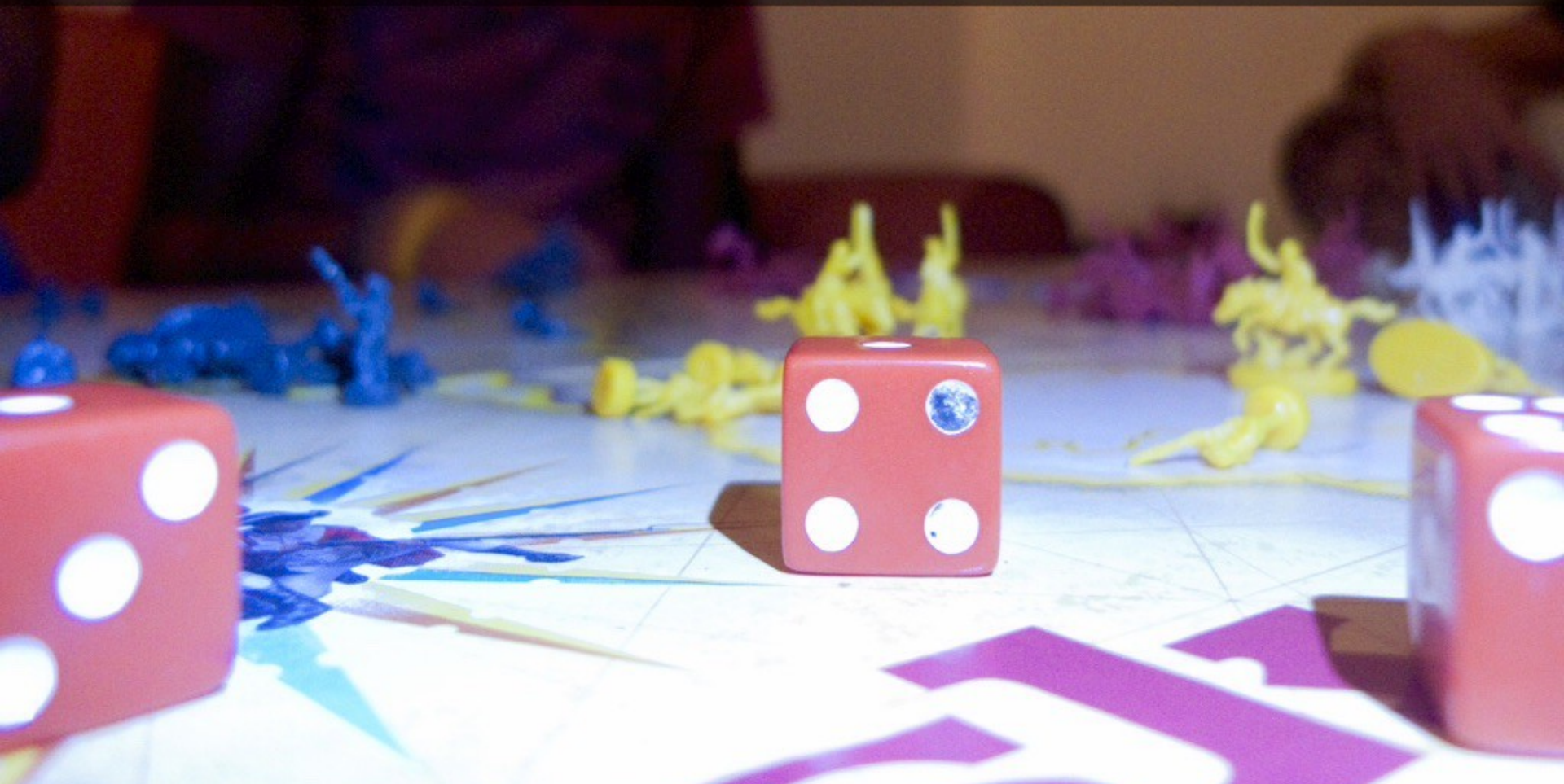


MILESTONES

CHART THE PLAN, HOW LONG WILL IT TAKE

RISK

WHAT MIGHT PREVENT THIS FROM HAPPENING





WHAT HELP DO YOU NEED

WHAT IS THE RETURN POTENTIAL WHEN SOLVED



REWARD

THE ASK

A close-up photograph of a person's open palm holding a small, delicate yellow rose. The hand is positioned centrally, with fingers slightly spread. A gold ring is visible on the ring finger. The background is a dense, out-of-focus green foliage, likely rose bushes. The lighting is bright, casting soft shadows of the leaves onto the skin of the hand.

PRE-ORDER, DONATION, OR FUNDING PITCH



NEXT



WHO ELSE CAN THEY INTRODUCE YOU TO



A photograph of a red telephone booth and a red postbox in a rural setting. The telephone booth is on the left, and the postbox is on the right. The background shows a green field and trees. A semi-transparent dark red banner is overlaid across the middle of the image, containing the text "THE FOLLOW UP" in large white letters and "GET THE CONTACT, TELL THEM WHEN YOU WILL CALL" in smaller white letters below it.

THE FOLLOW UP

GET THE CONTACT, TELL THEM WHEN YOU WILL CALL