

# BUILD YOUR PITCH

Fill in your pitching template!

25 min

## Step 1: Problem-Solution-Fit

Build the foundation of your pitch with the Problem-Solution-Fit.

10 min

## Step 2: Emotional storyline

Build an emotional storyline.

- Who is your protagonist?
- How do you set an emotional hook?
- Make your story tangible and relatable for your audience

10 min

## Step 3

One runthrough by yourself.

5 min

NAME YOUR IDEA:

## PROBLEM-SOLUTION-FIT

### 1. TARGET GROUP

Who are your users?

### 2. PROBLEM

What is their problem?

### 3. SOLUTION

How are you solving their problem?

### 4. CALL-TO-ACTION

What do you want from your audience?

## EMOTIONAL STORYLINE