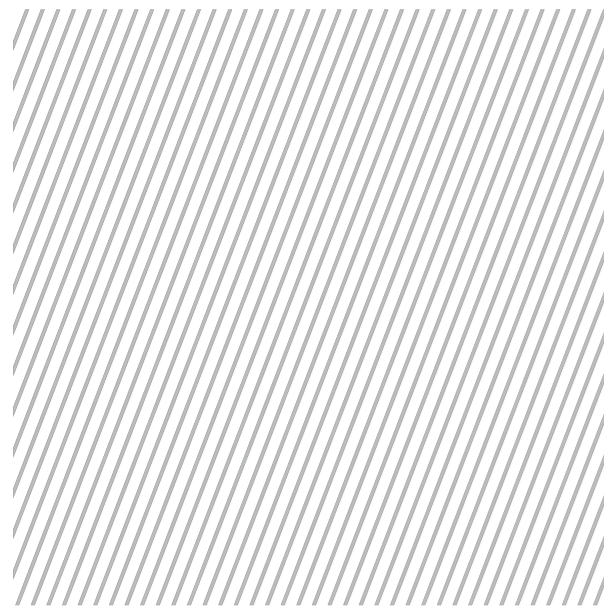


**1 Problem**  
What problem are you aiming to solve?  
How does it impact the problem owner? ...'

TIP: EXPLAIN FROM A HUMAN-CENTRED PERSPECTIVE.



**2 Solution**  
How do you propose to solve the problem?  
How feasible is the solution that you have in mind? ...'

TIP: SHOW A PROTOTYPE OR VISUAL REPRESENTATION.

**3 Business model**  
How will you capture value? How much value will this solution bring to your organisation? ...'

TIP: SHOW BALL PARK FIGURES AND FOCUS ON THE UNDERLYING ASSUMPTIONS.

**4 Credibility**  
What are the assumptions you validated?  
Why will it work? Why should they believe in you? ...'

TIP: SHOW CONCRETE RESULTS OF EXPERIMENTS.

**5 Call to action**  
What do you need to make your solution a reality?  
What are the next steps? ...'

TIP: GUIDE THE DECISION BY OFFERING A CLEAR PATH FORWARD.

**6 Q&A**  
What work that you did would you like to showcase?  
What kind of critical questions can you expect? ...'

TIP: LEAVE BLANKS IN YOUR PITCH TO TRIGGER SPECIFIC QUESTIONS.