

Value Proposition

Pitching Template



Knowledge Transfer Network

This template may help you construct an engaging pitch. Use the details from Innovation Canvas and make notes on the right handside. Be succinct to ensure you communicate the innovativeness of your offer concisely.

**Pitching
Template**

Needs - Describe who the user is and talk about their pain points. State who will pay for the offer and what their incentive is.

Approach - Describe what is innovate about your offer and detail how it meets the user needs.

Benefit - Describe the quantifiable economic, social or environmental benefits.

Competition - Describe the alternative offers that meet the user needs (direct and indirect). Talk about how the benefits are superior for the user and customer.

Top Challenges - Describe your identified Top Challenges and detail what you need from your specific audience.



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