

A

Handshake Introduction



(Team Name)

B

Who Do You Help?

Who are your primary customers?

C

Main Pain

What is your primary users' main pain?

D

Painkiller

What is your painkiller/solution for your users' main pain?

E

Benefits

What are the top benefits that your painkiller delivers?

F

Put it all together

A, B & C

Opening, Who and Pain

D & E

Painkiller & Benefits

G

Secret Sauce

What's the key IP that makes your painkiller possible?

Business Drivers & Business Model

What accelerates your business? How do you make money?

Business Driver

Business Model

Progress and Status

What have you accomplished so far and what are the next steps?

Accomplished What?

Next Steps

J

Put it all together

G

What Makes It Possible

H

How We Make Money

I

Accomplishments, and Next Steps