

Visual Pitch Planner – Worksheet

| | | | | About them / Market |
|--------------------|-------------|----------|--------------------------------|------------------------|
| CURRENT PROBLEM AN | ID SOLUTION | | WHY IS THIS IMPORTANT TO THEM? | |
| | | | WHAT'S STOPPING THEM? | |
| WHY CHOOSE US? | | | WHAT'S THE SOLUTION? | |
| BENEFITS | EVIDENCE | | | |
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| | | | | About Us / Our Solutio |

About Us / Our Solution