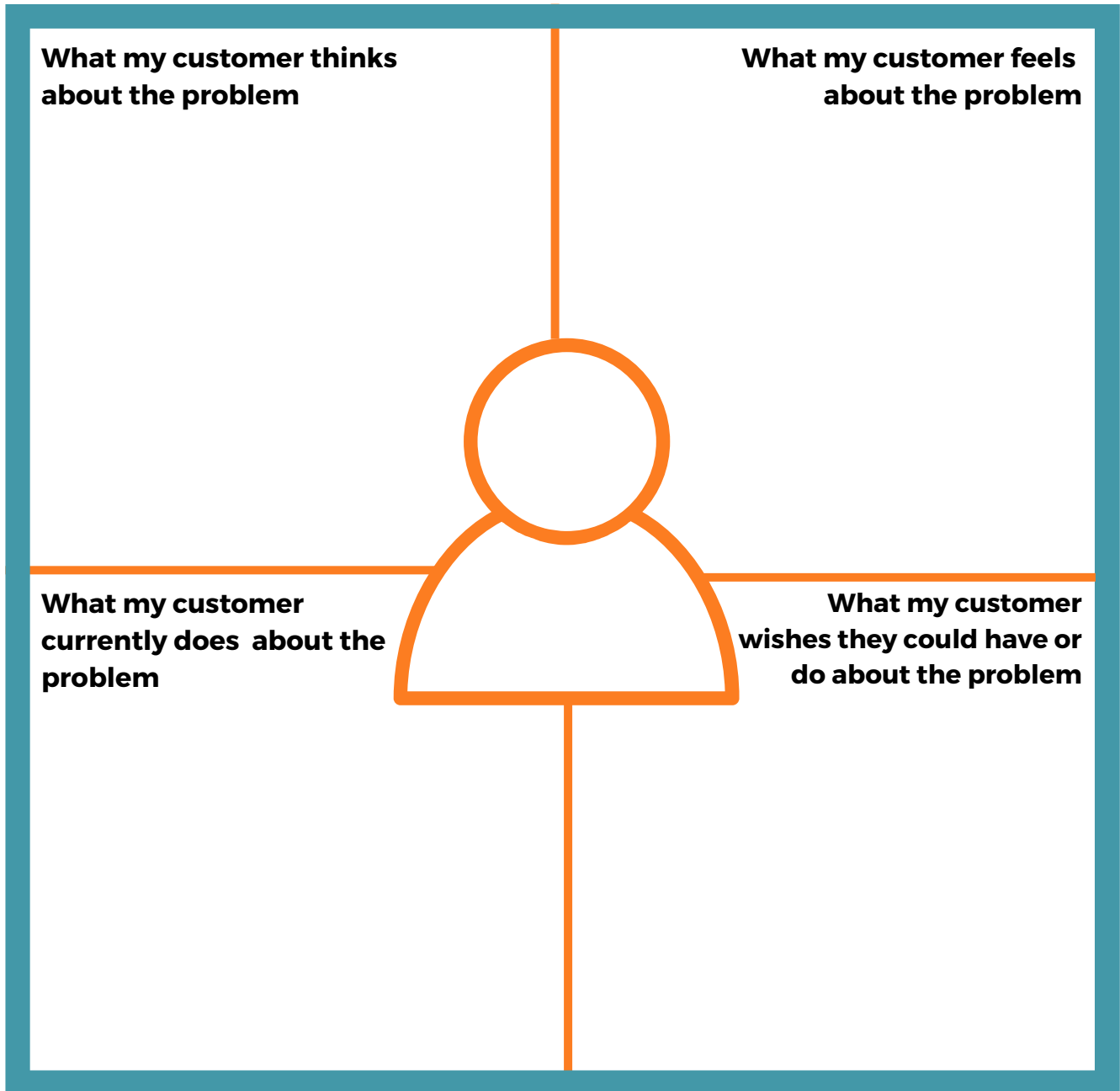


Customer Map

Map your target customer's experience below with the problem you identified.



Pitch Outline & Guiding Questions

My company _____, is developing

NAME OF COMPANY

to help

A DEFINED OFFERING

A DEFINED AUDIENCE

SOLVE A PROBLEM

with _____.

SECRET SAUCE

We compete in the growing _____ market,

DEFINED MARKET

which last year was a _____ value market.

DEFINED VALUE

We are similar to _____ and _____,

COMPETITOR 1

COMPETITOR 2

but we _____.

ONE KEY DIFFERENTIATOR

Currently we have _____.

CURRENT STATE OF TEAM, PRODUCT, OR COMPANY

We are looking for _____ to help us

THE ASK

WHAT YOU WOULD DO WITH THE ASK

