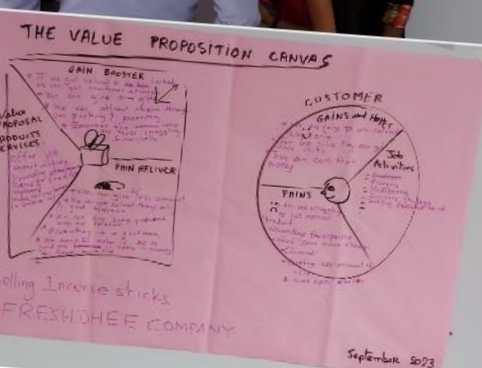
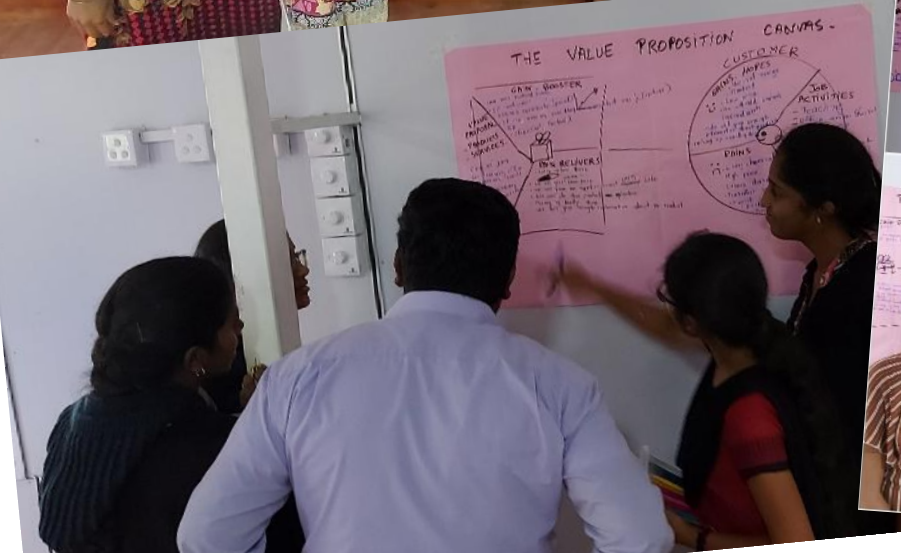
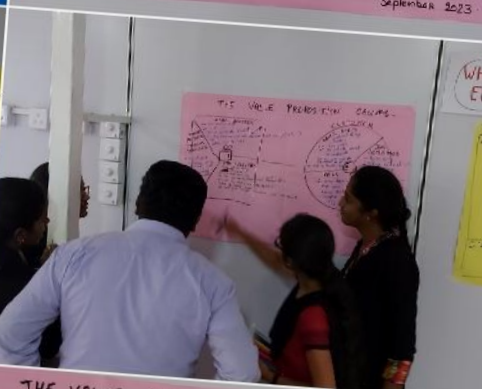
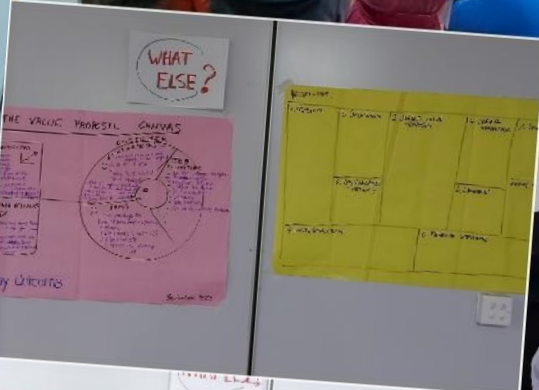
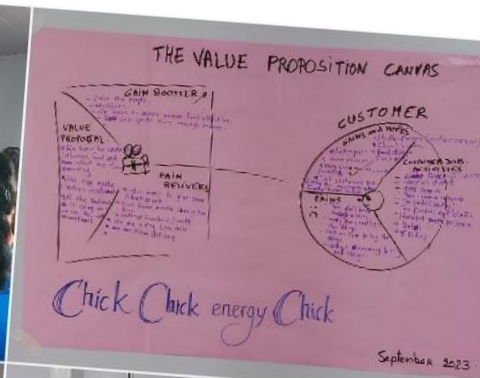


AGILE SOCIAL ENTREPRENEURSHIP 2026

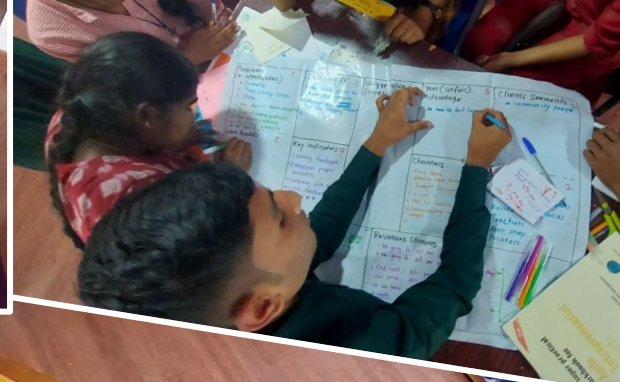
THE FAST-TRACK PROGRAM







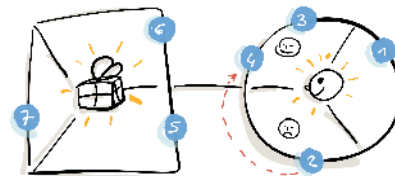




The Journey

Get people curious about your project in 30 sec : the

Elevator Pitch (like every early speech conference v0.1)

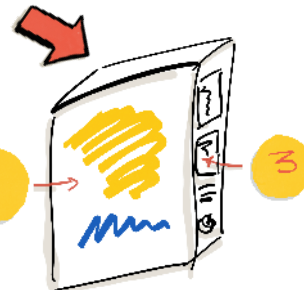


Be 100% aligned with your customers:

the **Value Proposition Canvas**

Early speech conference v0.2

with the **Product Box**



Assess the roots of your project :

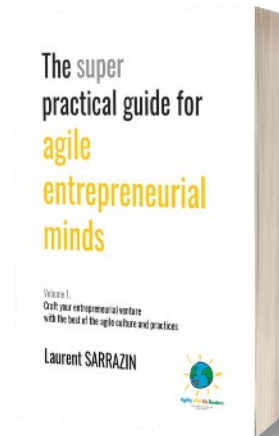
the **Golden Circle**

Build an irresistible slide deck:

Pitching Hacks

Craft a concise, actionable and flexible

business plan : **the Lean Canvas**





1-2-4-ALL

KAPOW! (The Intent):

Engage EVERYONE at once, from the quietest to the most vocal.



The Setup: 12 min | Unlimited Groups

What is critical for an entrepreneurial project to be 200% successful ?

The Blueprint (The Process):

1. (1 min) **Silent Reflection:** Individuals reflect on a shared question.
2. (2 min) **Pairs:** Generate ideas in pairs, building on the silent reflection.
3. (4 min) **Foursomes:** Share and develop ideas from pairs in groups of four.
4. (5 min) **All:** Facilitator asks, "What is one idea that stood out?" Each group shares one key insight.

TRIZ

If the project is already
on the way

KAPOW! (The Intent):

Stop counterproductive
activities to make space
for innovation.



The Setup: 30-40 min | Groups of 4-7

The Blueprint (The 3-Step Script):

- 1. DESTRUCTION (10 min):** "Make a list of all we can do to achieve the *worst possible result*."
- 2. CONFESSION (10 min):** "Go through the list. Honestly, what are we *currently doing*?"
- 3. ELIMINATION (10 min):** "What can we *stop* doing, right now?"



ACTIVITY: Minimum Specifications

PURPOSE: To define only what is absolutely essential for effective peer teaching to thrive.

THE CHALLENGE:

What are the **MUST DO** and **MUST NOT DO** rules

for a 200% successful entrepreneurial project

PROCESS:

1. **INDIVIDUALLY (5 min):** Brainstorm your essential rules.
2. **IN GROUPS (10 min):** Create a master list and challenge each item. Is it *truly* essential?
3. **WHOLE GROUP (10 min):** Synthesize our final Min Specs.

**CONNECTION:**

We start with our purpose. Our **flame**.

**CONCEPT:**

We map our exciting journey.

OUR FLIGHT PLAN: THE 4Cs

**CONCRETE PRACTICE:**

We build with powerful tools.

**CONCLUSION:**

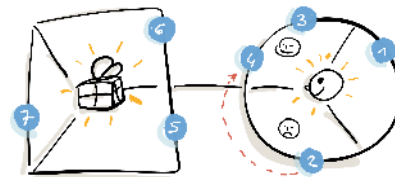
We commit to our very next step.

This is how we learn: by doing.

The Journey

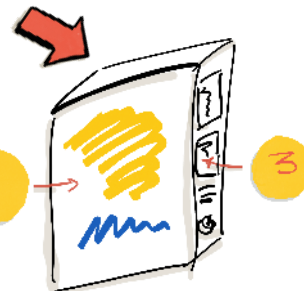
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Be 100% aligned with your customers:
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Early speech conference v0.2
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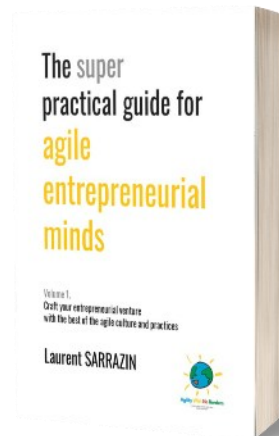
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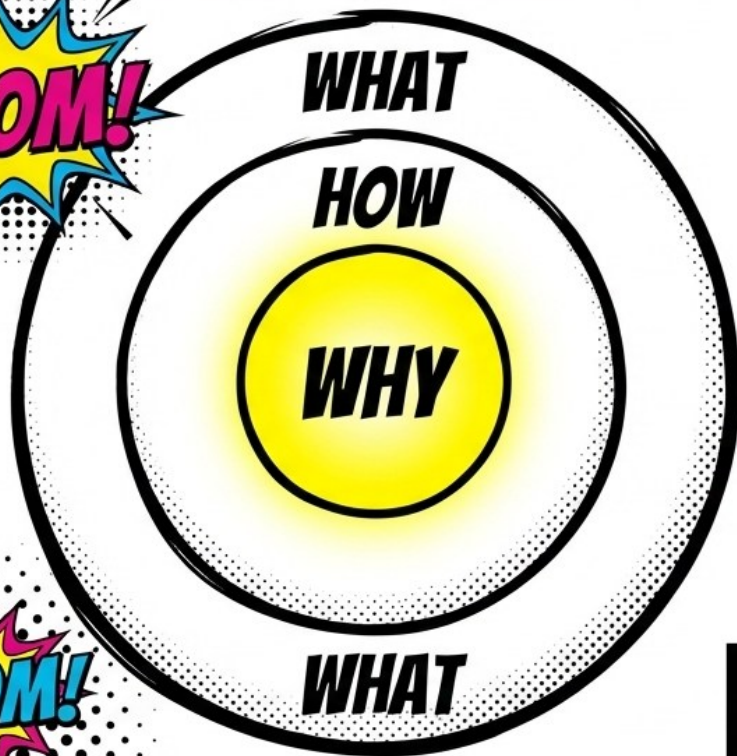
Pitching Hacks

Craft a concise, actionable and flexible

business plan : **the Lean Canvas**

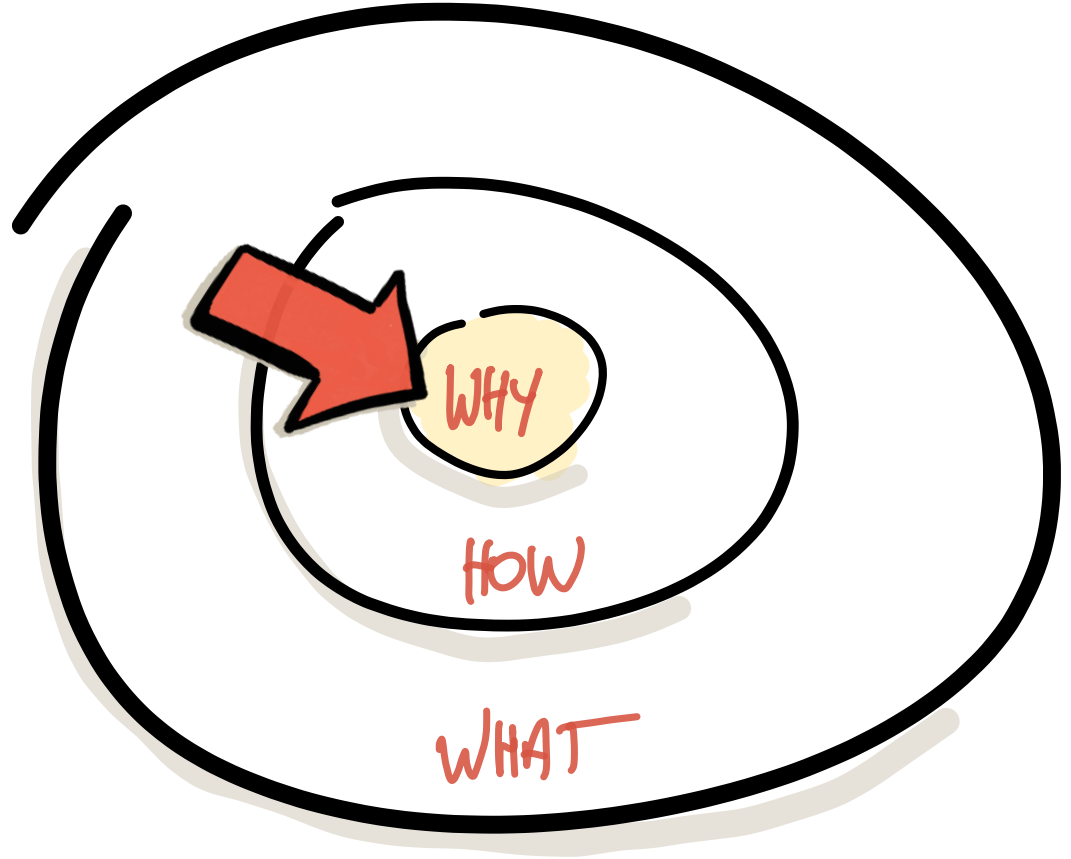


CONNECTION: IT ALL STARTS HERE.



- Inspired leaders and businesses think from the inside out. They **Start With Why**.
- **WHY**: Your purpose, your cause, your belief. The flame that drives you.
- **HOW**: Your unique approach, your signature style.
- **WHAT**: The tangible result, what you actually do.

"People don't buy what you do; they buy why you do it." - Simon Sinek





ACTIVITY: UNCOVER YOUR 'WHY'

In your groups, take 10 minutes to discuss:

- When your project is fully successful, what difference does it create for you, for others, for your community?
- What personal story or encounter made you want to commit to this path?
- What essential value are you trying to embody through this project?

Be ready to share one powerful "WHY" statement from your group!

WHY

- What makes you passionate about this project / particular business idea ?
- Why does this business idea resonate with you personally?
- Why do you want to be the one to bring this idea to life?
- Why do you believe your product or service is needed or valuable ? How are you sure ?
- Why do you believe in the potential of your idea to create positive change or impact ?
- Why are you uniquely positioned to succeed in implementing this idea compared to others?

WHAT

(the impacts of your solution, not the solution itself)

- Who will benefit from your solution ?
- Who else ? Who else? Who else ?
- When ? At which occasions ?
- What changes / differences in the life of your beneficiaries will we be able to notice, with your solution ?
- Provide details of their 'new life' with your solution ?
- What will they be happy to share with others about the changes / impacts generated by your solution ?

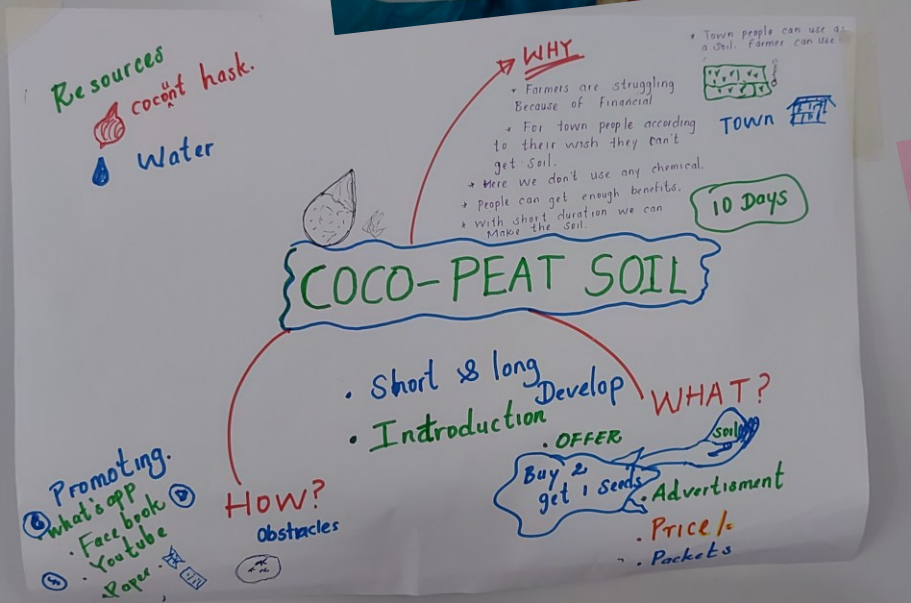
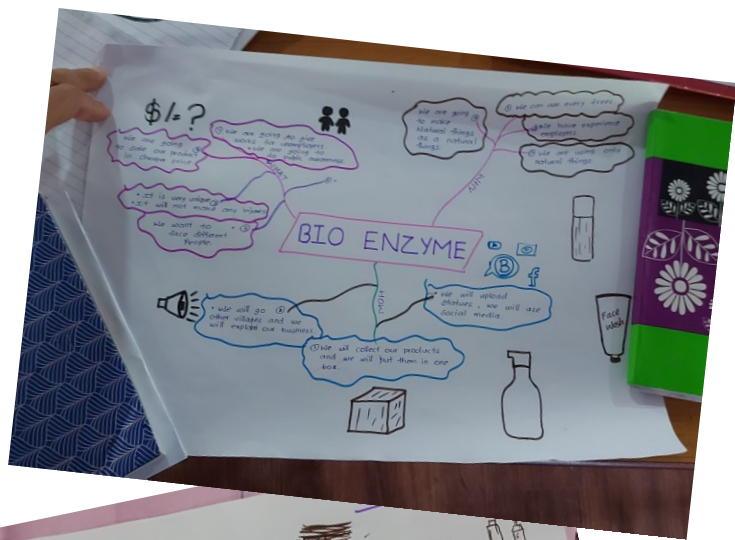
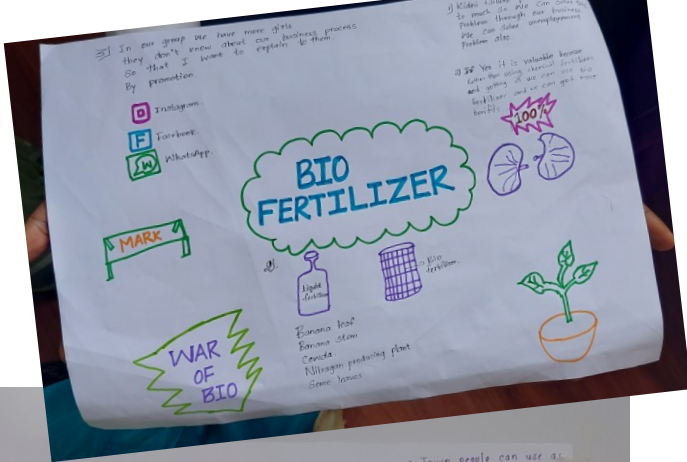
The difficult but magic trick : try to never speak about your solution. Keep it secret for the moment :)

HOW

(your signature, your unfair advantage, your personal touch)

- What makes your business idea unique or different from existing offerings ?
- What specific steps will you take to turn your idea into a reality for your beneficiaries?
- What skills / knowledge / advantage do you have to no one else can have (for the moment) ?

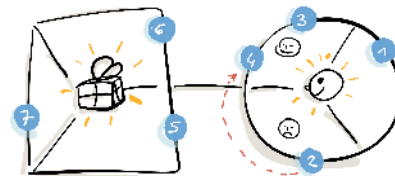
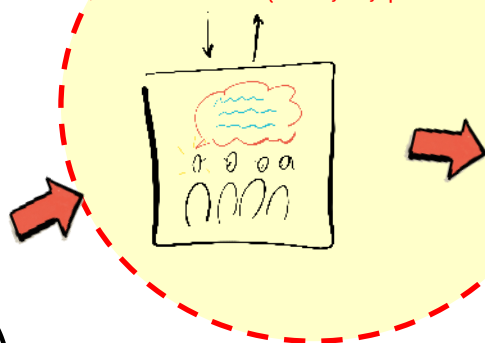
Mindmapping



The Journey

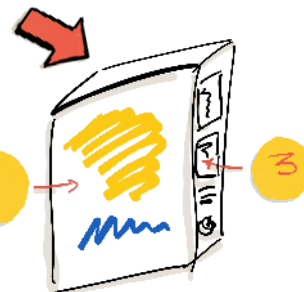
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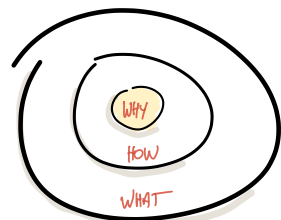


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the **Value Proposition Canvas**

Early speech conference v0.2
with the **Product Box**

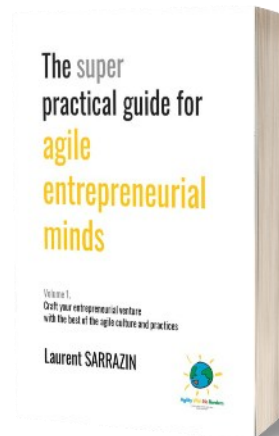


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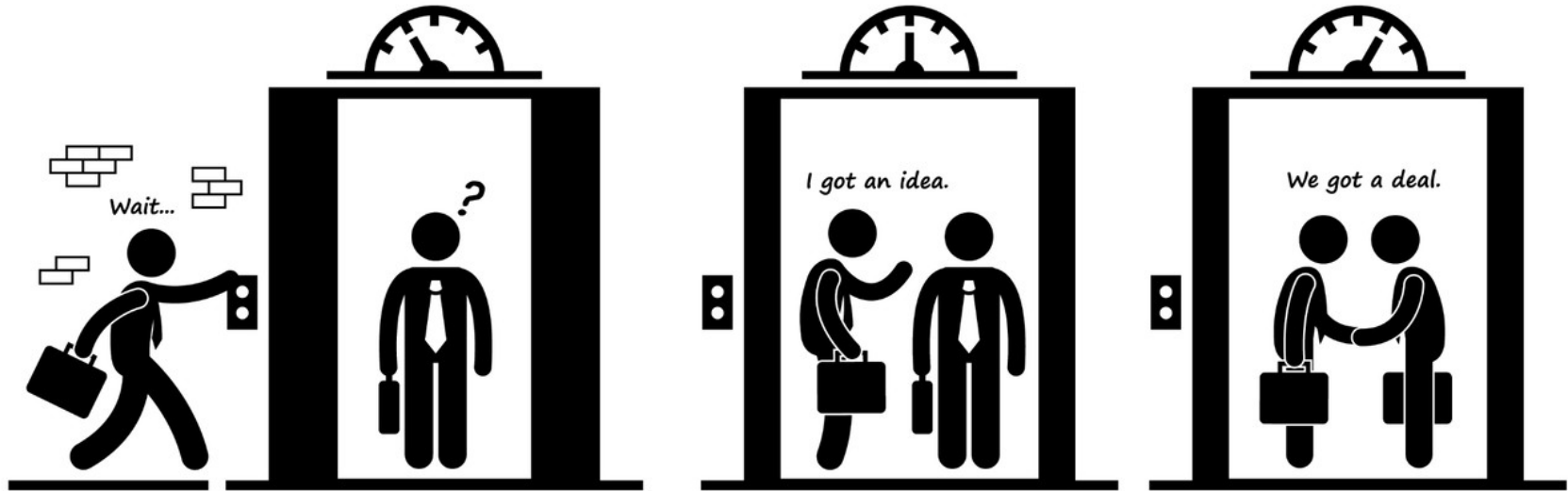


Build an irresistible slide deck:
Pitching Hacks

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1st Elevator Pitch



1. Introduce yourself
and your idea (Why)
2. Outline the impacts of your
solution (What)
3. Make it Unique (How)
4. Call To Action

Improve your 1st Elevator Pitch with the PERFECTION GAME

100% appreciative and constructive feedback

1. The perfectee shares / tells /shouts ;) his / her elevator pitch.
2. Perfectors rates the value of the pitch on a scale of 1 to 10 based on how much value the perfector believes he or she can add.
3. Perfector says “What I liked about the pitch was X,” and proceeds to list the qualities of the object the perfector thought were valuable or should be amplified.
4. Perfector offers the improvements to the performance or object required for it to be rated a 10 by saying “To make it a 10, you would have to do X.”

Improve your 1st Elevator Pitch with the PERFECTION GAME

<https://thecoreprotocols.org/protocols/perfectiongame>

STEPS

1. Perfectee performs an act or presents an object for perfection, optionally saying “begin” and “end” to notify the perfector of the start and end of the performance.
2. Perfector rates the value of the performance or object on a scale of 1 to 10 based on how much value the perfector believes he or she can add.
3. Perfector says “What I liked about the performance or object was X,” and proceeds to list the qualities of the object the perfector thought were valuable or should be amplified.
4. Perfector offers the improvements to the performance or object required for it to be rated a 10 by saying “To make it a 10, you would have to do X.”

COMMITMENTS

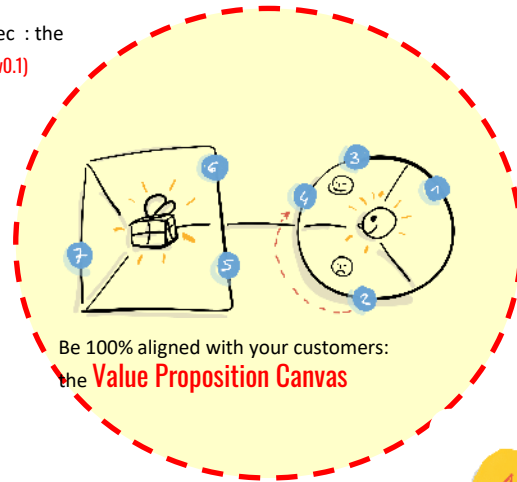
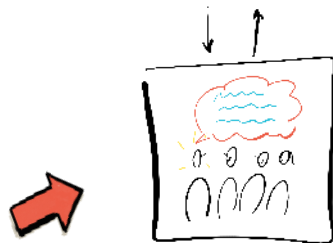
- ❖ Accept perfecting without argument.
- ❖ Give only positive comments: what you like and what it would take for you to give it a 10.
- ❖ Abstain from mentioning what you don’t like or being negative in other ways.
- ❖ Withhold points only if you can think of improvements.
- ❖ Use ratings that reflect a scale of improvement rather than a scale of how much you liked the object.
- ❖ If you cannot say something you liked about the object or specifically say how to make the object better, you must give it a 10.

NOTES

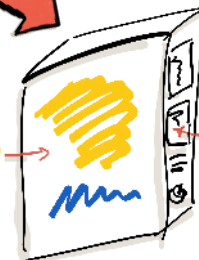
- *A rating of 10 means you are unable to add value, and a rating of 5 means you will specifically describe how to make the object at least twice as good.*
- *The important information to transmit in the Perfection Game protocol improves the performance or object. For example, “The ideal sound of a finger snap for me is one that is crisp, has sufficient volume, and startles me somewhat. To get a 10, you would have to increase your crispness.”*
- *Perfectee may only ask questions to clarify or gather more information for improvement. If you disagree with the ideas given to you, simply don’t include them.*

The Journey

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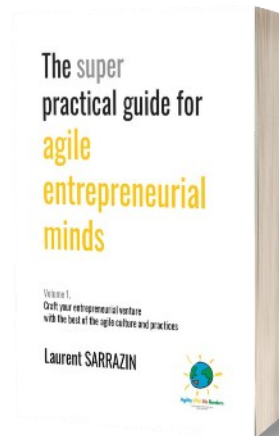
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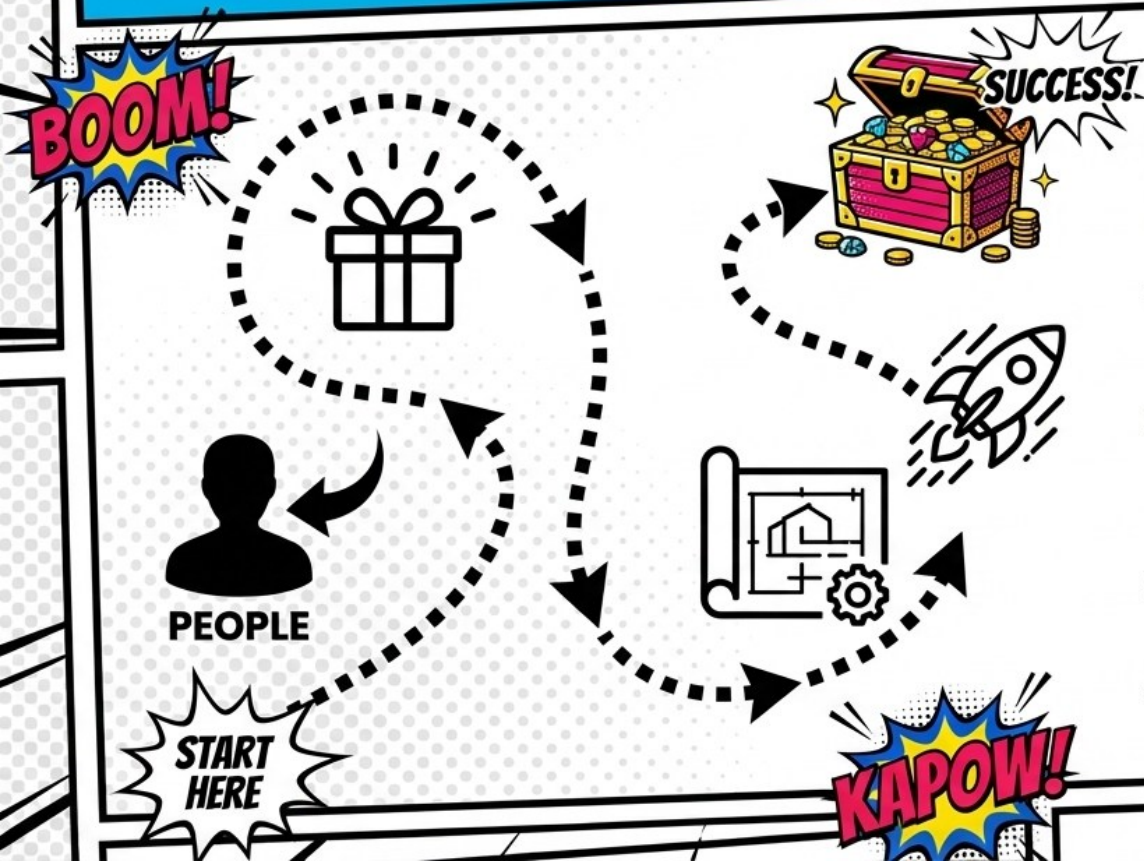
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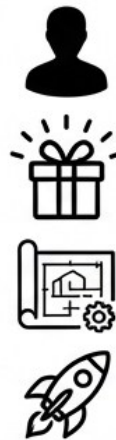


CONCEPT: OUR MISSION MAP



Today, we're on a fast-track mission to bring your social enterprise to life. **Here's our path:**

1. **PEOPLE:** Understand exactly who you serve (**Persona**).
2. **VALUE:** Craft an irresistible offer they can't refuse (**Value Proposition**).
3. **MODEL:** Build your business plan on a single page (**Lean Canvas**).
4. **ACTION:** Create and test your first prototype (**MVP**).



STEP 1

MEET YOUR PEOPLE



A project only comes to life when it resonates with a **real need**, felt by a **real human**. Before we build, we must connect. Let's move from an abstract 'market' to a living, breathing **Persona**.

"If you want to build a bridge, start by asking who needs to cross."



NO!

DESIGNING FOR EVERYONE...



...IS DESIGNING FOR NO ONE.

THE POWER OF A PERSONA

A Persona is a fictional character representing your ideal beneficiary. It brings your user to life.

WHY USE THEM? They are your compass for every decision.

- ✱ **BUILD EMPATHY:** Feel their problems and hopes.
- ✱ **FOCUS:** Design for **someone**, not everyone.
- ✱ **GUIDE DECISIONS:** Ask, "What would [Persona's Name] think of this?"

ACTIVITY: BRING YOUR PERSONA TO LIFE

On a large sheet of paper, sketch out your persona. Give them:

BOOM!



A NAME & PHOTO:

Who are they?



A SHORT STORY:

What is their daily life like? What are their objectives?



FRUSTRATIONS & PAINS:

What gets in their way? What keeps them up at night? What have they tried already?

CRASH!



GOALS & DREAMS:

What would an ideal solution look like for them? What benefit are they seeking?

WOW!

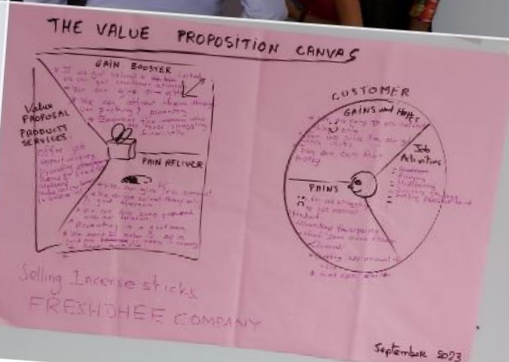
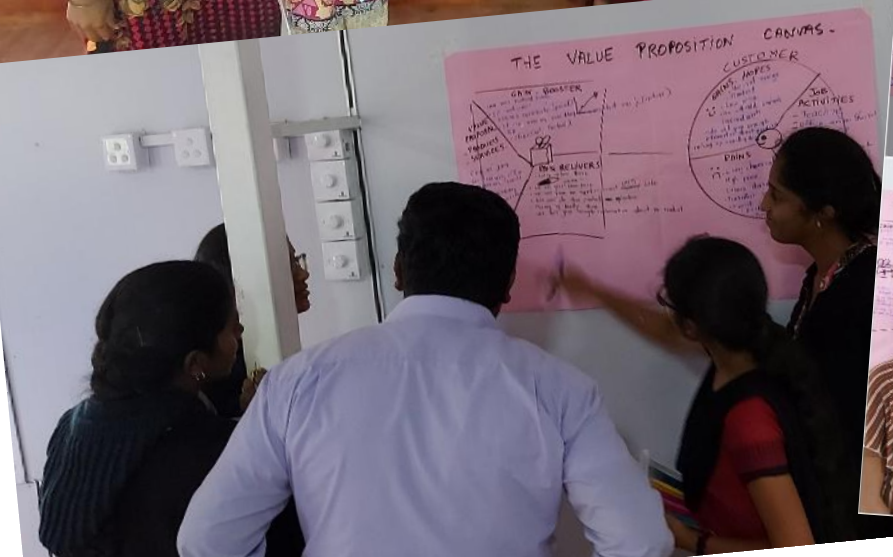
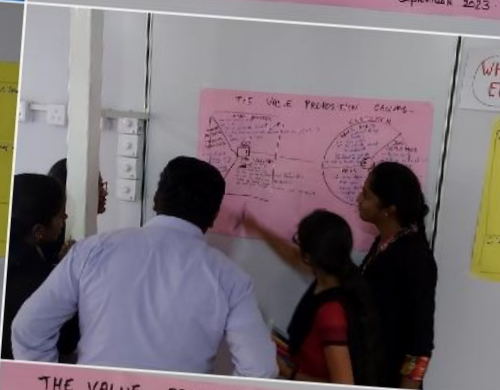
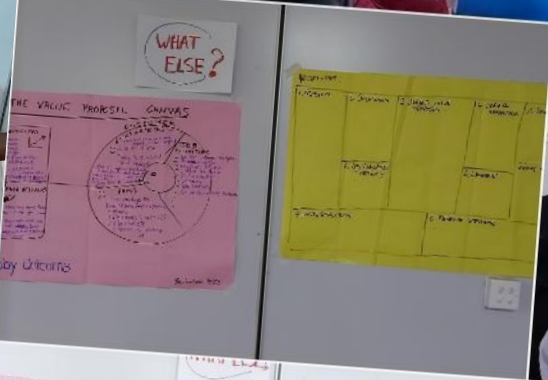
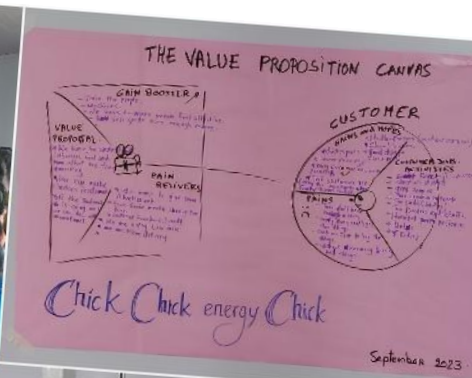
Get specific! Make them real.

STEP 2

FIND THE PERFECT FIT

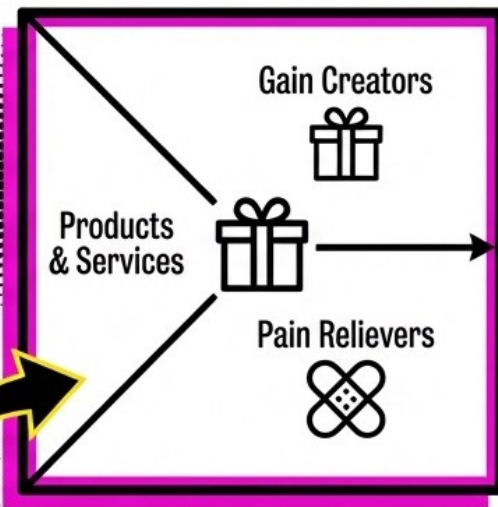


Now that you know **WHO** you're serving, let's define **WHAT** you're offering them. The goal is to create a perfect match between your customer's problems and your solution. This is your **Value Proposition**.

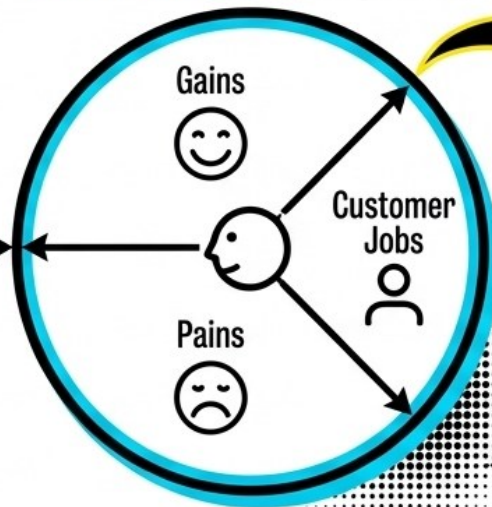


THE TOOL: VALUE PROPOSITION CANVAS

VALUE PROPOSITION (Left Side)



CUSTOMER PROFILE (Right Side)

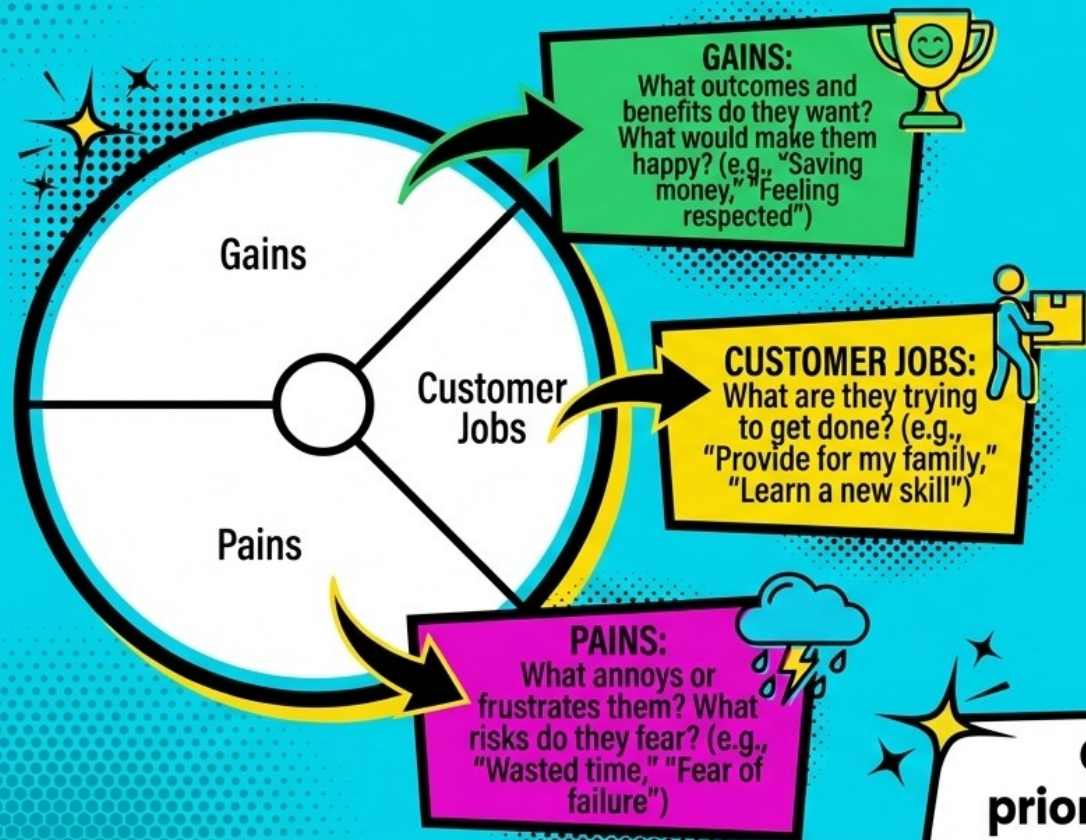


THE SQUARE
(Left Side):
We **DESIGN** our
offer to fit that
world.

THE CIRCLE
(Right Side):
We **OBSERVE** the
customer's world. This
is where we start.

First, we understand. Then, we create.

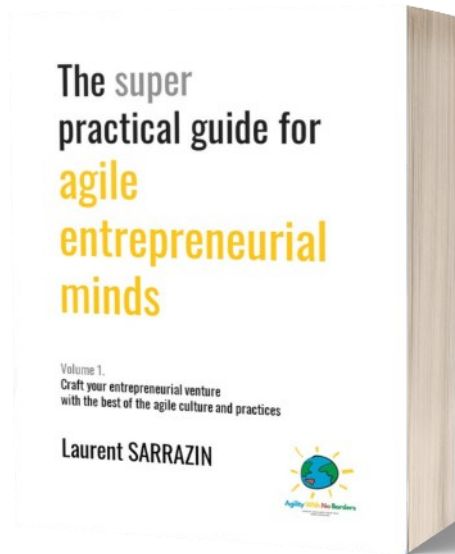
ACTIVITY PART 1: MAP YOUR CUSTOMER'S WORLD



Using your
Persona, fill out
the
Customer Profile
(the circle) on
sticky notes.

Generate many ideas, then
prioritize the most important ones!

Your turn ! – STEP 01 – The Customer Profile



The Customer Profile



#01 – Activities / Jobs / Tasks

The specific tasks, problems, or needs that your customers are trying to address. These can be functional, social, or emotional.

- What are the main tasks or activities my customers need to accomplish?
- What functional jobs are they trying to get done (e.g., daily tasks, work-related activities)?
- What social jobs are involved (e.g., looking good, gaining status)?
- What emotional jobs do customers perform (e.g., achieving peace of mind)?
- What are the biggest challenges or pain points in getting these jobs done?
- Are there specific contexts or situations where these jobs arise?
- How do customers measure success in these jobs?
- What are some unmet needs in accomplishing these jobs?
- Are there any regulatory or environmental factors affecting these jobs?
- How do customers' jobs change over time?

#02 – Current Pains

The negative experiences, emotions, and risks that your customers encounter before, during, or after trying to get a job done.

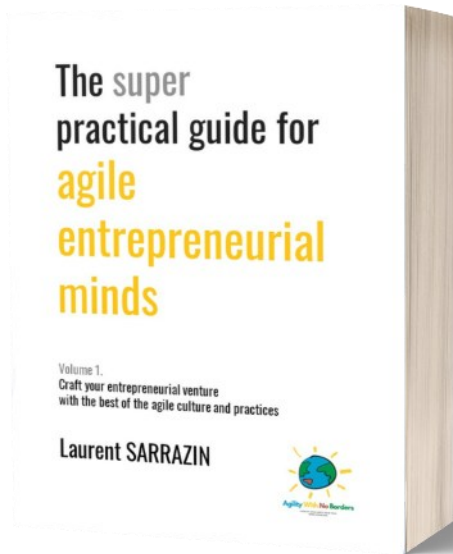
- What are the primary frustrations or pain points customers experience?
- What obstacles or challenges prevent customers from completing their jobs?
- What risks (financial, social, emotional) do customers fear?
- What bad outcomes or negative experiences do customers encounter?
- Are there existing solutions causing pains (e.g., poor functionality, complexity)?
- What common mistakes or errors do customers make?
- How do customers feel about the time, cost, or effort involved in these tasks?
- What non-product pain points might affect the customer (e.g., lack of support)?
- Do customers experience any negative social consequences?
- Are there any situational or environmental pains customers face?

#03 Expected Benefits

The benefits, outcomes, or desires that customers want to achieve.

- What benefits or outcomes do customers expect from the product/service?
- What would make customers' jobs easier or more enjoyable?
- What savings (time, money, effort) are important to them?
- What positive social outcomes do customers desire (e.g., status, recognition)?
- Are customers looking for specific functional or emotional gains?
- What would 'delight' customers but they haven't thought of yet?
- What factors contribute to a positive overall experience for the customer?
- Are there trends or changes in customer expectations?
- How do customers define success and failure?
- What potential gains are customers willing to pay more for?

Your turn ! – STEP 02 – Your Value Proposition



Your Value Proposal



#05 - Pains Relievers

How your products and services alleviate specific customer pains.

- How does my product/service alleviate specific customer pains?
- What aspects of my offering reduce or remove frustration or hassle for customers?
- How am I addressing common obstacles or challenges for my customers?
- In what ways am I minimizing risks or negative outcomes for users?
- How does my product/service improve upon existing solutions in the market?
- What feedback mechanisms are in place to continuously address customer pains?
- How am I ensuring ease of use or reducing complexity for customers?
- Are there any cost savings for the customer associated with my product/service?
- How do I address non-functional pains (e.g., customer support, accessibility)?
- How am I building trust and reliability in the eyes of the customer?
- or environmental pains customers face?

#06 – Gains Creators

How your products and services create customer gains..

- How does my product/service create or add value for customers?
- What exceptional benefits or outcomes does my offering provide?
- How am I contributing to the customers' success or happiness?
- What about my offering goes above and beyond customer expectations?
- How does my product/service enable new opportunities for the customer?
- What long-term benefits or positive impacts does my offering provide?
- How am I continuously innovating or improving to create more customer gains?
- What emotional or psychological gains (e.g., peace of mind, satisfaction) does my offering provide?
- How does my offering provide better results or performance compared to alternatives?
- What aspects of my product/service can lead to customer advocacy or loyalty?

#07 – Value Map

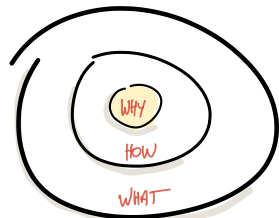
The list of products and services you offer that help your customers get their jobs done

- What specific products or services am I offering?
- How do these products/services integrate into the customers' daily lives or routines?
- What features or attributes of my product/service are unique?
- How does my offering address the different customer jobs?
- Are there complementary goods or services that enhance my offering?
- What level of customization or personalization is possible?
- How does technology play a role in my product/service?
- What are the short-term and long-term benefits of my product/service?
- How do I ensure the quality and reliability of my offering?
- Can my products/services adapt or evolve based on customer feedback?

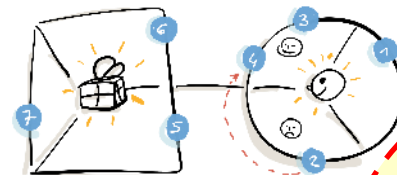
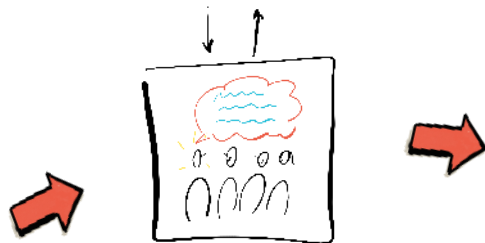
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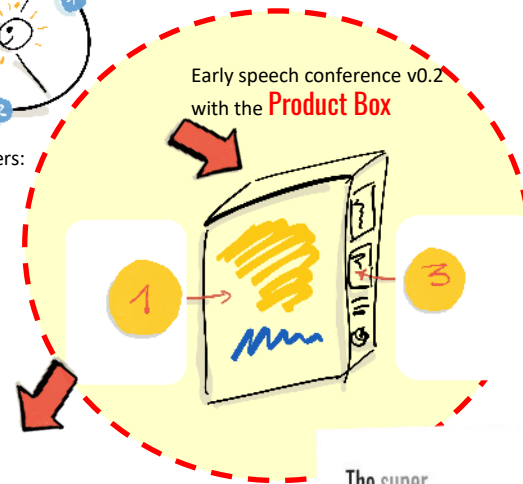
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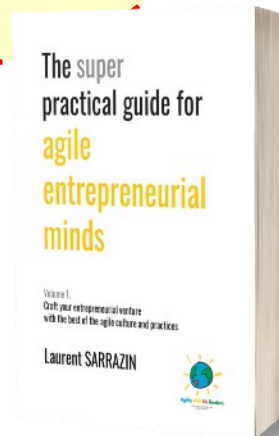
Early speech conference v0.2
with the **Product Box**



Build an irresistible slide deck:
Pitching Hacks



Craft a concise, actionable and flexible
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Second pitch, based on the Value Proposition Canvas ... and the Product Box







The magic product box (your first Minimal Product)



YOUR FIRST MVP: THE PRODUCT BOX

An MVP doesn't have to be an app. It can be a simple prototype that tests your core message.

What are the **3 Key Benefits** on the front?



What's the catchy **Name**?

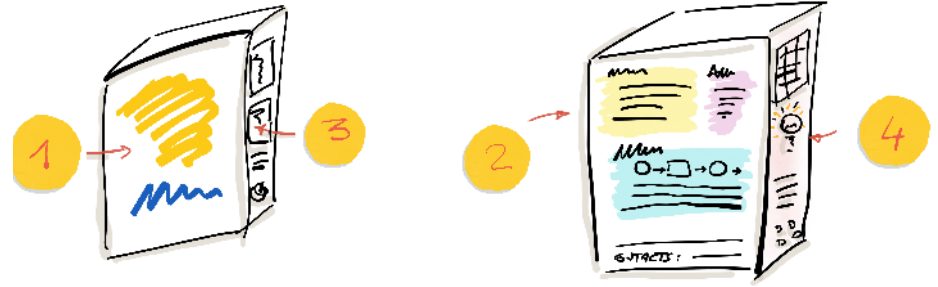
What's the powerful **Slogan**?

Imagine your service is sold in a box. What would it say to convince your **Persona** to buy it?

Who is the **Target Customer**?

If you can't sell the box, you can't sell the product.

The Product Box



- **EYE-CATCHING FRONT** : a catchy name + logo + image. Remember, a picture is worth a thousand words. Use high-quality images or illustrations that effectively represent your product. Also, don't forget to include the product's logo or branding, as this helps to establish a strong brand identity.
- **BACK** : what will be the key features and the benefits for the client. You can add some testimonials or customer reviews to build trust and credibility. When people see positive experiences from others, it makes them more likely to trust and try your product.
- **SIDES** : content of the product

IDEATE!

Unleash a Flood of Ideas

THE RULES FOR CREATIVITY

- ✓ **QUANTITY over quality!**
Go for 50 ideas.
- ✓ **SUSPEND JUDGMENT.**
No idea is a bad idea right now.
- ✓ **BUILD on the ideas of others.**
Think "Yes, and..." not "No, but."
- ✓ **BE VISUAL!** A quick sketch is worth a thousand words.



KA-POW!

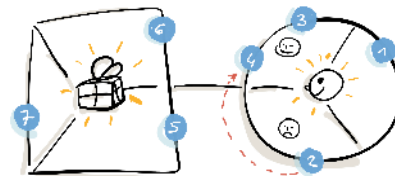
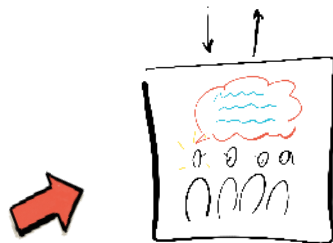
Let's improve with another perfection game



The Journey

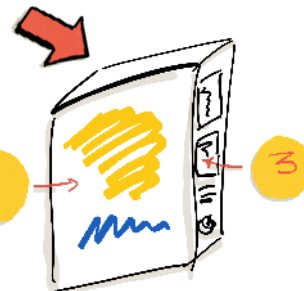
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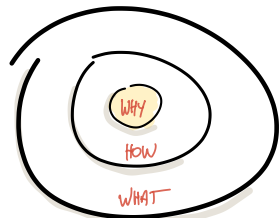


Be 100% aligned with your customers:
the **Value Proposition Canvas**

Early speech conference v0.2
with the **Product Box**



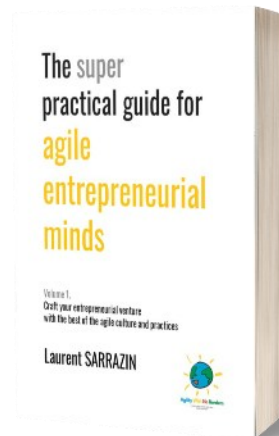
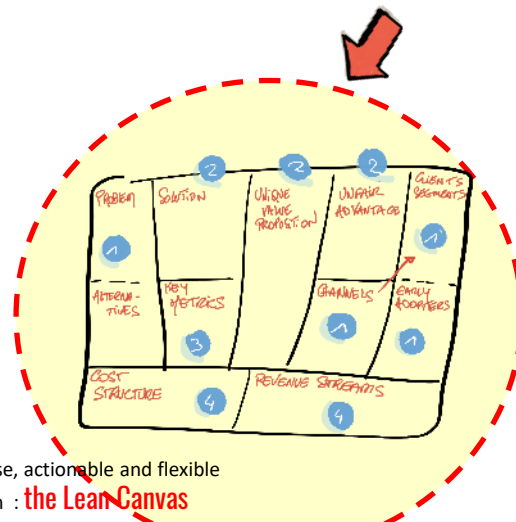
Assess the roots of your project :
the **Golden Circle**



Build an irresistible slide deck:
Pitching Hacks



Craft a concise, actionable and flexible
business plan : the **Lean Canvas**

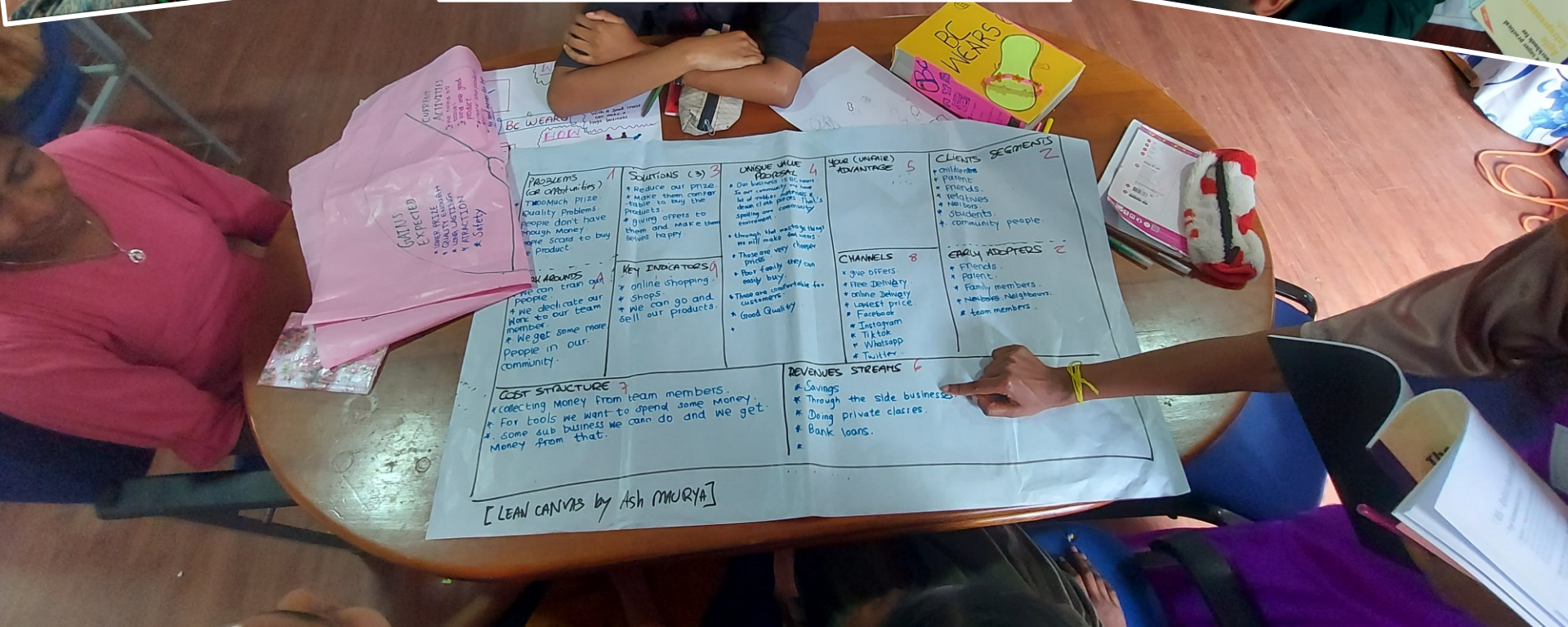
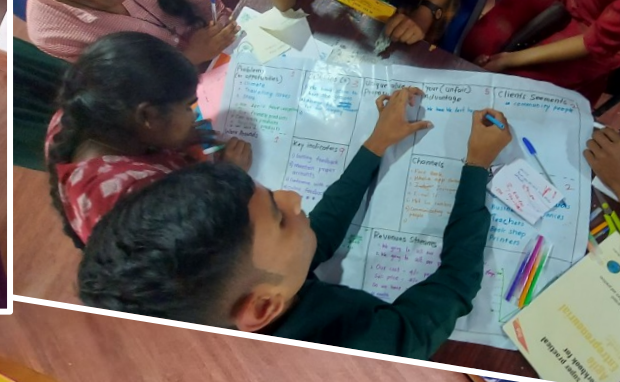
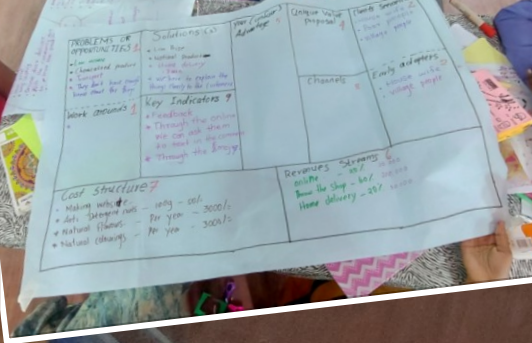


STEP 3

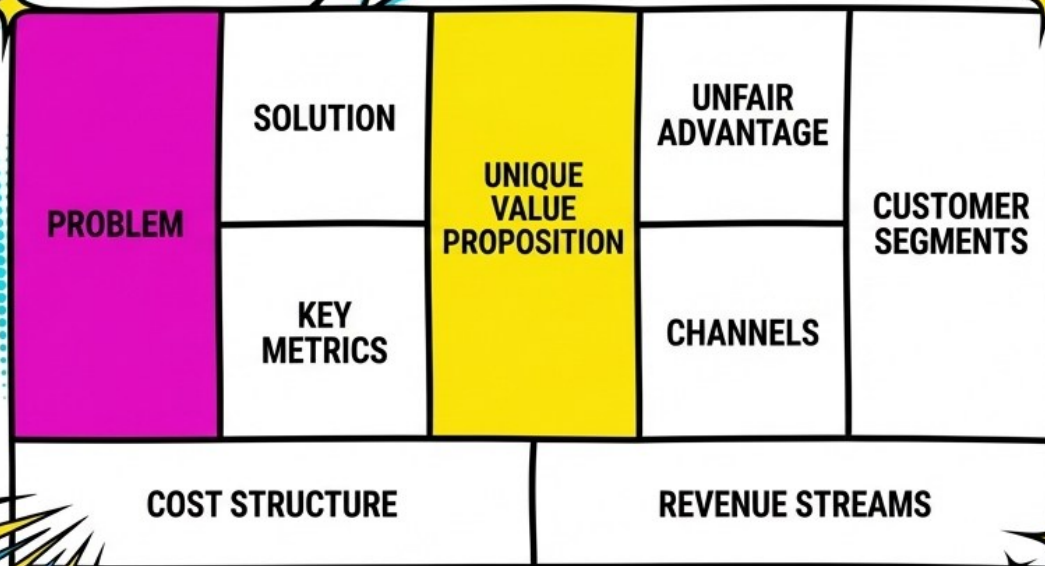
BLUEPRINT YOUR BUSINESS



You have a powerful value proposition. Now, how does it become a sustainable social enterprise? We need a plan. Not a 50-page document, but a **1-page action plan** to capture your entire business model.



THE TOOL: LEAN CANVAS



Think of it not as a business plan,
but as a map of your best guesses.

This is your entire business model on a single page. It's designed for speed and learning.

It forces you to be **concise**.



It focuses on the **riskiest assumptions** first.



It's a **living document**, meant to be **tested** and **updated**.



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THE LEAN STARTUP SERIES

2nd Edition

Ash Maurya

RUNNING LEAN

Iterate from Plan A to a Plan That Works

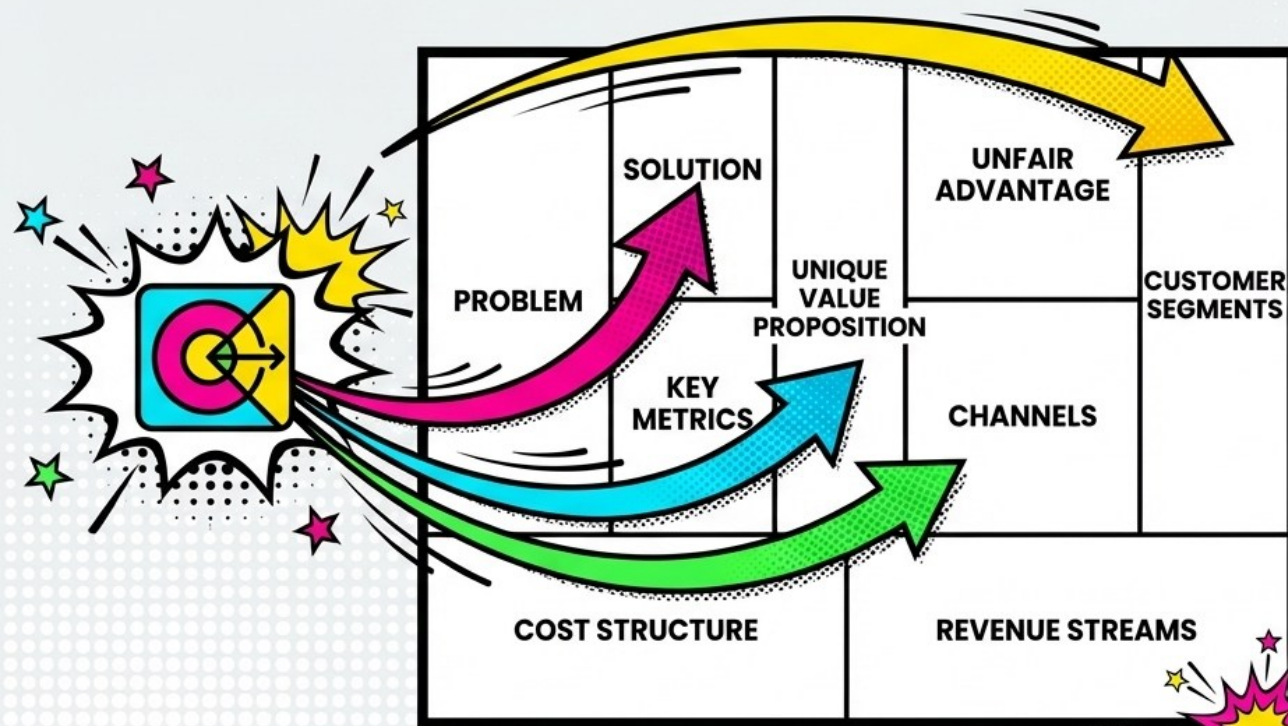
O'REILLY*

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Eric Ries, Series Editor



ACTIVITY: SKETCH YOUR BLUEPRINT



Transfer your insights from your previous work:

1. **CUSTOMER SEGMENTS** come from your Persona.
2. **PROBLEM** comes from your Persona's biggest Pains.
3. **UNIQUE VALUE PROPOSITION** comes from the 'perfect fit' you found in your VPC.
4. **SOLUTION** comes from your Value Map's key features.

Then, brainstorm the other boxes. Don't aim for perfection! **Aim for a first draft.**

Entrepreneur Magazine

THE LEAN STARTUP JOURNAL

Ash Maurya

RUNNING LEAN

Iterate from Plan A to a Plan That Works

O'REILLY

Eric Wiese, Series Editor



Detailed questions available in the practical guide

The Problem

Ensures that the business addresses actual pain points.

At the heart of every solution is a problem waiting to be solved. This section requires you to detail the primary challenges or pain points your target audience faces. It's the 'why' behind the existence of your solution. Here, it's vital to prioritize the most acute problems and ensure they are genuinely significant to your target audience.

This is the first element of the Lean Canvas and addresses the core issue that your customers are facing. It is crucial to clearly outline the real pain points your target audience is experiencing before you can develop a solution. Take the time to understand your customers' needs and make sure you can clearly articulate the problem your business intends to solve.

For example, let's say you want to create an app that helps people manage their busy schedules. The problem could be something like, "Many professionals struggle with effectively organizing their daily tasks and appointments, leading to a lack of productivity and stress."

Here, you can reuse parts of your Value Proposition Canvas. Take time to enhance.

10 Guiding questions

- What problems consistently arise for the people you have in mind (your 'target segment')?
- How have they tried to solve these problems before?
- What do current solutions lack?
- How do they live with the problem? What alternatives did they put in place?
- How do we know these problems are real and frequent?
- Are these problems urgent or can they be deferred?
- How do these problems affect their daily lives or work?
- What consequences arise if these problems remain unsolved?
- How do these problems evolve over time?
- Who else is affected by these problems besides our primary target?

Customer Segments

The Target Audience of your business

This delves into the specific groups of people or businesses you're aiming to serve. It's not just about demographics, but psychographics too. Understand their behaviors, preferences, needs, and habits. Every successful product or service begins by identifying and deeply understanding its primary users.

You may have to craft different canvases according to each segment.

Here, you can reuse parts of your Value Proposition Canvas. Take time to enhance.

10 Guiding questions

- How does your solution directly address the identified problem?
- What features or benefits set your solution apart?
- How can the solution be made simpler or more intuitive?
- How can you validate that your solution works?
- Are there potential pitfalls or challenges in your proposed solution?
- How scalable is your solution?
- What feedback have you received on your solution so far?
- Are there alternative solutions you haven't considered?
- How can you continuously improve and iterate on your solution?
- How will your solution evolve with changing customer needs or market dynamics?

Channels

The Connecting Bridges : How you'll reach customers (acquisition and retention)

The "Channels" are the mediums through which you deliver your product or service to your customers. It includes distribution methods and platforms where your target audience discovers and interacts with your offering. Channels are the touchpoints between you and your customers. For example :

- App Store & Google Play.
- On-campus kiosks.
- YouTube fitness channels.
- B2B SaaS online platforms.
- Eco-friendly product stores.
- Local community centers.
- City partnerships for integrated solutions.
- Travel agencies.
- Senior community clubs.
- Agricultural/trade fairs.

10 Guiding questions

1. Which channels most effectively reach your target customers?
2. How can you leverage both online and offline channels?
3. What channels offer the best return on investment?
4. How can you integrate multiple channels for a cohesive customer experience?
5. What partnerships or collaborations can optimize your channel strategy?
6. How will you track and measure channel performance?
7. What could be the underutilized channels you haven't explored?
8. How do you ensure consistent messaging and branding across all channels?
9. What feedback mechanisms can you implement within these channels?
10. How can you adapt your channel strategy as market dynamics shift?

The super practical guide for agile entrepreneurial minds

David Goff All entrepreneurial ventures will be led by the right culture and practices

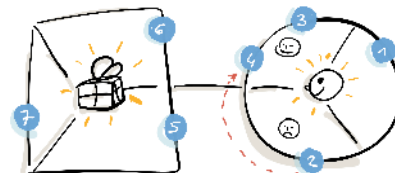
Laurent SARRAZIN



The Journey

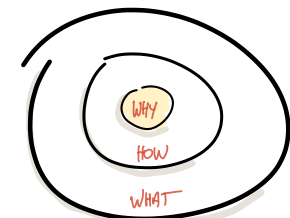
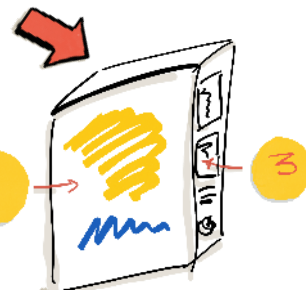
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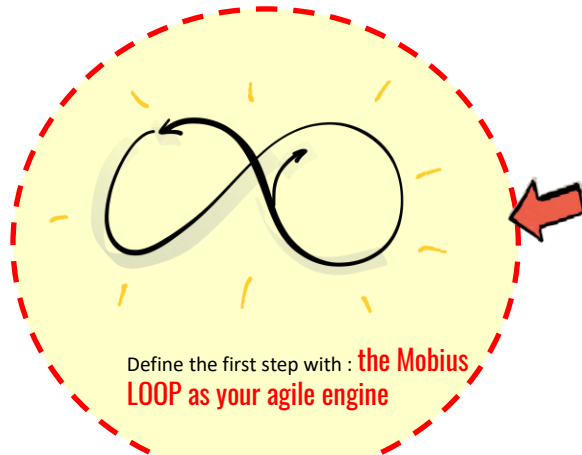
Early speech conference v0.2
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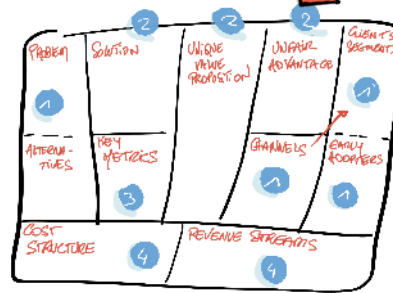
Assess the roots of your project :
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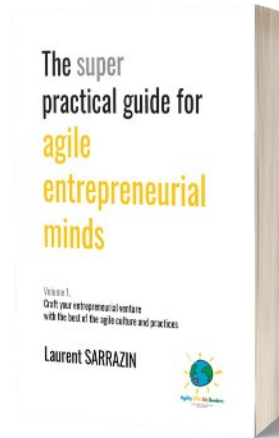
Build an irresistible slide deck:
Pitching Hacks



Define the first step with : **the Mobius LOOP** as your agile engine



Craft a concise, actionable and flexible
business plan : **the Lean Canvas**



STEP 4

MAKE IT REAL!

An idea on paper is just a guess.
The only way to learn is to **TEST IT**
in the real world.

ACTION!



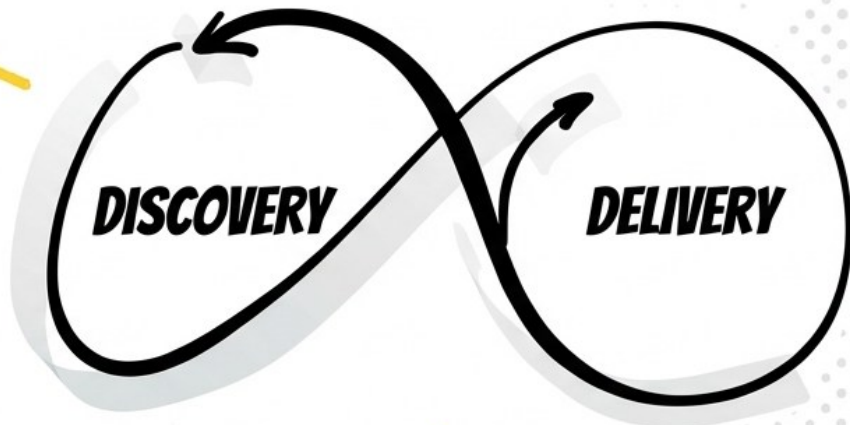
It's time to build your first,
tiny experiment.
Your Minimum Viable Product (MVP).

This is where Agile meets Entrepreneurship.

OUR ENGINE: THE MOBIUS LOOP

This is the engine of agile innovation. It's a continuous learning cycle:

1. **DISCOVER:** What is the most important thing we need to learn next? (e.g., 'Will people pay for this?')
2. **DELIVER:** What is the smallest, fastest experiment we can run to learn it?



We're not building a perfect product.
We are building to **LEARN**.

CONCLUSION: YOUR 15% SOLUTION

**100%
PERFECT
PLAN**

**15%
FIRST
STEP**

You can't do everything at once. So, what **can** you do, right now, with no extra resources or permission? That's your **15% Solution**.
It's the first step that is 100% in your control.

What is a tiny action that could create a ripple of change?

Mobius Navigator

Why & Who

Why are you doing this?
What's problem or idea to pursue?

1



2



Outcomes

What's the desired outcome?

Options

How will you reach the outcome?



3

6



Adapt

What do you do next?

Create

Run experiments and
deliver to customers



4

5



Measure & Learn

What really happened?

#01 - Purpose

Define the mission and vision of your project.

➔ Clearly articulate what you aim to achieve and why it matters. Ask yourself, "What is the core purpose of my project?" and "How does it create value?"

#03 - Options

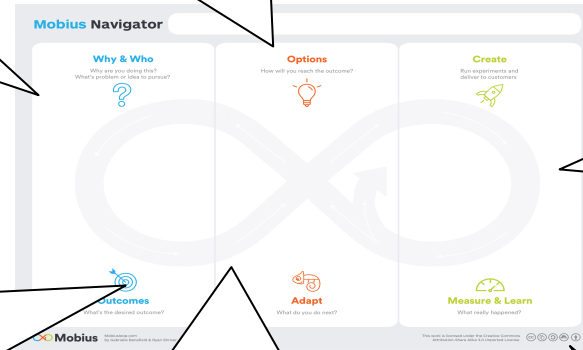
Explore different ways to achieve your goals.

➔ Brainstorm a variety of solutions and approaches. Keep an open mind and think creatively about how to address the challenges you've identified.

#04 - Decide

Choose the best course of action.

➔ Evaluate the options you've generated and select the most viable solution. Consider factors like feasibility, potential impact, and resources required.



#02 - Outcomes

Define the desired outcomes / impacts / value created of your project. Think outcomes rather than outputs (features of your solution)

➔ Clearly articulate what success looks like for your project, from the beneficiaries' point of view. Ask yourself, "How will I know when I've succeeded?"

#05 - Create (Act !)

Implement your chosen solution.

➔ Develop a plan to put your decision into action. Set clear milestones and responsibilities to ensure smooth execution.

#07 - (Inspect and) Adapt

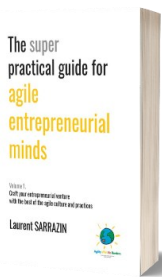
Reflect on the outcomes and learn from the experience.

➔ Assess the results of your actions and gather feedback. Ask yourself, "What worked well?" and "What could be improved?" Choose the best course of action
➔ Go for a new iteration of the same features for a better fit or go for new features

#06 - Measure and Learn

Evaluate the effectiveness of your prototypes.

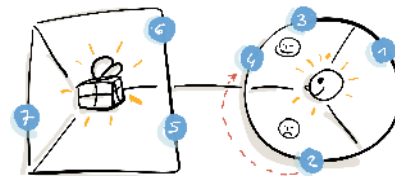
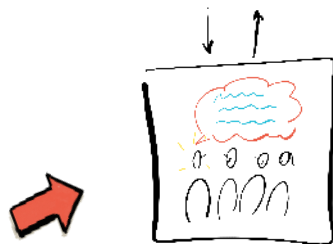
➔ Collect data and feedback from the prototypes. Analyze the results to understand what is successful and what needs improvement.



The Journey

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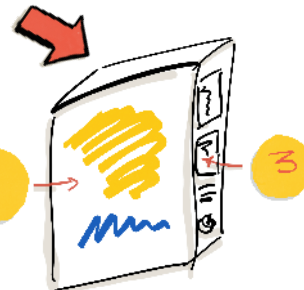


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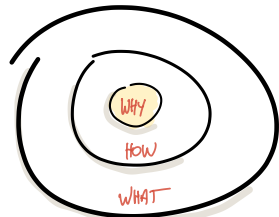
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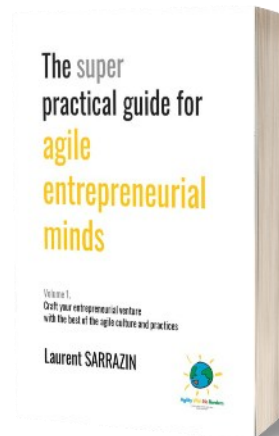
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Pitching Hacks



Craft a concise, actionable and flexible

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SPEECH CONFERENCE





Build an irresistible
slide deck with the

PITCHING HACKS





PITCHING HACKS!

We're excited to share our first book with you: Pitching Hacks. It's all about pitching startups to investors. 83 pages of beautiful PDF. We used to charge for this stuff but now it's [free](#).

We've raised \$100 million for startups like Epinions, invested another \$20 million in companies like Twitter, and advised many others. Pitching Hacks shows you how to apply the simple lessons we've learned along the way.

Many successful investors and entrepreneurs, such as [Marc Andreessen](#), [David Cowan](#), [Brad Feld](#) have also generously contributed passages sprinkled throughout this weighty tome.

Check out the free samples above and email us at help@venturehacks.com if you need any help. Thanks!

Slide deck structure

Slide #01 - Start with a hook

Slide #02 - Clearly define the problem

Slide #03 - Present your unique solution

Slide #04 - Showcase market potential

Slide #05 - Share your business model and revenue strategy

Slide #06- Show traction and progress

Slide #07 – Team

Slide #08- Investment

Slide #09 - Conclusion and Call for actions



The super practical guide for agile entrepreneurial minds

Want to start your entrepreneurial journey with the best of the available resources?

Laurent SARAZIN

Captivate people with your solution

Immediate benefits of the PITCHING HACKS

No more worries with my presentations!

Imagine having a secret weapon that helps you captivate investors, win over customers, and stand out from the crowd in a sea of entrepreneurs. That's exactly what Pitching Hacks is all about!

Origin of the PITCHING HACKS

The origin story of Pitching Hacks is truly inspiring. It was created by a seasoned entrepreneur who understood the power of a compelling pitch. You see, this entrepreneur recognized that having a groundbreaking idea alone isn't enough; you need to be able to effectively convey its value to others. And that's where Pitching Hacks comes in.

Pitching Hacks is designed to revolutionize the way you present your ideas and turn them into reality. It provides you with invaluable strategies and techniques to overcome the challenges of pitching, regardless of whether you're presenting to investors, pitching to potential customers, or seeking partnerships.

Pitching Hacks cover many topics like the notion of traction, high concept pitches, elevator pitches, pitch decks, business plans, NDAs.

Here, we will use the Pitch Deck. You can download their full book here.

<http://venturehacks.com/pitching>

PITCHING HACKS!

Pitching Hacks 1/2



Slide #01 - Start with a hook

Begin your pitch with a captivating opening line or a compelling story that immediately grabs your listener's attention. For example, instead of saying "Hi, my name is John and I have a business idea," you could start with something like, "Imagine a world where everyone can access clean and affordable energy. That's the vision behind my startup..."

- How can I grab the attention of my audience in the first few seconds?
- What is the most intriguing or surprising aspect of my idea?
- How can I create a sense of urgency or curiosity?

Slide #02 - Clearly define the problem

Clearly articulate the problem or pain point that your product or service solves. The better you can convey the importance and relevance of the problem, the more your audience will understand the value of your solution.

- What is the pain point or problem that my product/service solves?
- How can I clearly define the problem in a concise and relatable way?
- What evidence or data can I use to demonstrate the significance of the problem?

Slide #03 - Present your unique solution

Describe your unique solution in a concise and easy-to-understand manner. Highlight the key features, benefits, and differentiators that set your solution apart from the competition. Remember to focus on the value proposition and how it directly addresses the problem you previously mentioned.

- How does my product/service directly address the problem?
- What makes my solution unique or different from existing alternatives?
- Can I illustrate the solution using a tangible example or story?

Slide #04 - Showcase market potential

Demonstrate that there is a sizable market for your product or service and explain why your solution is the perfect fit. Back up your claims with market research, customer testimonials, or data that supports the growth potential of your venture.

- Who are the target customers for my product/service?
- How big is the market opportunity, and what is its growth potential?
- Are there any specific market trends or dynamics that support my solution?

Pitching Hacks 2/2

Slide #05 - Share your business model and revenue strategy

Clearly explain how your business operates and generates revenue. Discuss your target market, pricing strategy, distribution channels, and any other important aspects of your business model. This will demonstrate that you have a solid plan in place.

- How will I generate revenue and make my business sustainable?
- What is my pricing strategy, and how does it compare to competitors?
- Are there any partnerships or key resources that are critical for my business?

Slide #06 - Show traction and progress

If you have any noteworthy achievements, such as customer acquisitions, partnerships, or early sales, highlight them to showcase that your idea is gaining traction. This will build credibility and show that you are making progress.

- What milestones or achievements have I reached so far?
- Do I have any customers, revenue, or user engagement metrics to showcase?
- How can I demonstrate progress and momentum?

Slide #07 - Team

Introduces the founding team and key members, highlighting relevant experience and expertise. It will build confidence in the team's ability to execute the business plan successfully.

- What are the backgrounds and expertise of my team members?
- How does my team's composition complement the needs of the business?
- Are there any notable achievements or experiences that highlight the team's capabilities?

Slide #08 - Investment

Provides the financial forecasts for the next 3-5 years, including revenue, expenses, and profitability, to illustrate the financial potential and growth expectations of your business.

Provide the funding requirements: specify the amount of funding you are seeking, how it will be used, and the expected impact on the business. Clarify the investment opportunity and how the funds will drive growth and success.

- How much funding am I seeking and what will it be used for?
- What is the potential return on investment for potential investors?
- How does my financial projection align with market expectations?

Slide #09 - Conclusion and Call for actions

Conclude your pitch with a clear call to action, such as asking for investment, partnership, or further discussion. Be confident, concise, and specific about what you want your audience to do next.

- How can I summarize my pitch in a concise and memorable way?
- What is the key takeaway or call to action for the audience?
- Can I leave the audience with a powerful and inspiring closing statement?

