Pitching.... and I don’t mean a ball!
Statement of Purpose

What is the compelling need for this project?

*We provide [X product/service] to [X customers/users/beneficiaries] who want [X benefit/value] because.....*

This is “the grab,” which should be a concise statement summarizing the key components of your EPICS model.
Problem

You need to make it clear that there is a big, important problem (current or emerging) that you are going to solve.

Consider telling the real-life story about how your team identified the problem and came up with the solution.
Unique Solution or Value

What is the unique solution or value that you’ve hypothesized or created?
How it Works

Simply explain how your product or service will work from the customer’s (e.g., users, payers, either, or both) point of view.
Stakeholders

Who will use the product?
Who will benefit from the product?
How do you know these individuals or organizations need or want the solution/value that you aim to deliver to them?
Outcomes

What are the outcomes/deliverables for the stakeholder?
Team

Who are your team members?
What role do they play?
What are their special ninja skills?
The Ask

Clearly state how much you are seeking from the investment community and provide a quick overview about what big-ticket items you will purchase with the funds and why they are essential to your venture’s advancement within the coming months. Remember, you may also ask for non-monetary contributions, such as industry mentors and contacts.
Closing

Reiterate in 1-2 sentences your story and why it is important
Pitch Competition

1. Project Charter
2. Timeline (Gant, Pert, etc)
3. Budget
4. Video
5. Team Roles