



Module III Business

Pitch
Course

Topic 2
Structure of the pitch.

Lesson 3:
Problem-Solution



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ONCE THIS LESSON IS COMPLETED AND APPROVED, LEARNERS WILL BE ABLE TO:



1. Relate their project to a need, and present it as a solution
2. Pitch their “problem-solution”

IN THIS LESSON, WE WILL LEARN:

HOW TO EXPRESS THIS NEED IN A PITCH CONTEXT AND HOW TO PRESENT OUR PROJECT UNDER THE PERSPECTIVE OF A UNIQUE “SOLUTION” TO THIS GIVEN PROBLEM.



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1. THE PROBLEM

What is your project about and how it answers to an existing problem or situation.

To start with, you should identify the problem.

You need to show how this situation affects the target that you will address in your project.



The most painful problem is, the most needed is your solution, so you should depict the problem in a way your audience feels empathy toward the situation faced by your target groups



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1. THE PROBLEM



A technique here is to describe the situation, based on a representative of your target group.

To make it more realistic, you could name this person and explain why and how he/she is suffering.

You will thus call to the emotional side of your audience, making them feel in the shoes of who is suffering, and pending for solutions.



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2. INSATISFACTION REGARDING CURRENT SOLUTIONS

It is here a first opportunity to shortly describe the competitors and existing offers proposed by the market. You need to be realistic, show that there are others in this market that have already engaged action.



However, you will demonstrate that your project is better.



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3. YOUR SOLUTION

Your solution should be unique, as it answers completely, and not partially, to the problem identified and will provide relief and satisfaction to your target groups



You need to **differentiate your solution from the existing one**, showing why and how it is different. Remember to **keep it simple and understandable**



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3. YOUR SOLUTION

An idea might be for instance to prepare a comparative table where you could compare the offer from competitors and yours, evidencing the differences.

	Competitor 1	Competitor 2	MY SOLUTION
Market need 1			
Market need 2			
Sustainability			
Price			
etc			

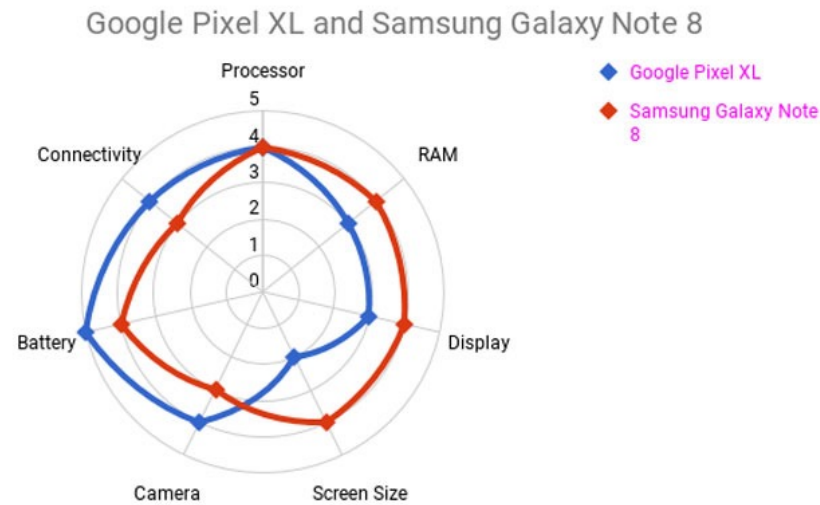


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3. YOUR SOLUTION

Then, you should take care at visual forms of presentation for your pitch, for instance using a radar graph such as this one:



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CONCLUSION



In this part, your project shall be revealed as **THE solution** that the audience were looking for after listening to the problem that you depicted. It must be anchored in a realistic framework, denying competition would make you lose credit.



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