



BIGFund Ideation Pitch Template

1. Problem

Define the problem set. Is the problem Unworkable? Is fixing the problem Unavoidable? Is the problem Urgent? Is the problem Underserved? Does it address a WHITE space in the market, allowing you to capitalize on an open area of opportunity? What problem you're solving for the customer?

2. Solution

Evaluate whether your breakthrough is unique and compelling. What unique combination of (D)iscontinuous innovation, (D)efensible technology, and (D)isruptive business model are you bringing to bear and what makes it truly compelling — not just to you and your colleagues, but to your most skeptical customer? What is your solution for the problem?

- Discontinuous innovations – offer transformative benefits over the status quo by looking at a problem differently.
- Defensible technology – offers intellectual property that can be protected to create a barrier to entry and an unfair competitive advantage.
- Disruptive business models – yield value and cost rewards that help catalyze the growth of a business.

3. Value Proposition

What value do we deliver to our customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each customer segment? Which customer need are we satisfying? Who are your competitors? What is your competitors' value proposition? What is your competitive advantage against your competitors?

- For (target customers) who are dissatisfied with (the current alternative) our product is a (new product) that provides (key problem-solving capability) unlike (the product alternative).

4. Customer Segment

From whom are we creating value? Who are our most important customers?

5. Customer Relationships

What type of relationship does each of our customer segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they

6. Channels

Through which channels do our customer segments want to be reached? How are we reaching them now? How are our channels integrated? Which one works best? Which ones are the most cost-efficient? How are we integrating them with routines?

7. Key Partners

Who are our key partners? Who are our key suppliers? Which key resources are we acquiring from partners? Which key activities do partners perform?



8. Key Resources

What key resources does our value proposition require? Our distribution channels? Customer relationships? Revenue streams?

9. Key Activities

What key activities does our value proposition require? Our distribution channels? Customer relationships? Revenue streams?

10. Cost Structure

What are the most important costs inherent in our business model? Which key resources are the most expensive? Which key activities are the most expensive? What is your monthly burn rate? What is your first year burn rate?

11. Revenue Streams

For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each revenue stream contribute to overall revenues? What is the revenue model? What is your first year total revenue?

Note: To be completed in 2 pages (A4) or 11 slides (PowerPoint) for each building block.