

Pitch framework

Your audience:

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Your key message:

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Inspirational statement or tag line
Example: start with 'Have you ever...', 'Do you know how...', 'In a world where...'

What is the problem or opportunity the solution is addressing?
Tip: use the how might we question here.

Who is it for?

What is the decision or solution?

What are the benefits and/or outcomes?

What is the call to action?
What do you need your audience to do?