PRODUCT PITCH TEMPLATE

Relevant
to the audience

Solves
specific problem

Offers
unique capabilities

RELEVANCE TO THE AUDIENCE

What fundamental value does your product represent?
This value must be important to your audience.
Brainstorm to find ONE basic value shared by your audience and your product.

Safety

Progress

Love

Justice

Belonging

Freedom

Harmony

Integrity

Fullfilment

SOLVING SPECIFIC PROBLEM

How will the product benefit your target audience?
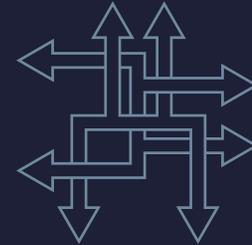Those 2-3 benefits must be a top priority for the customer.
They should be connected to the relevant fundamental value .

Productivity

Information

Complexity

Compliance
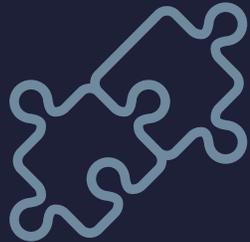
Revenue

Risk

Savings

Quality

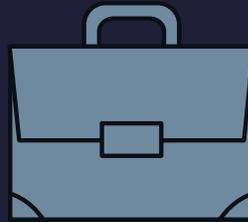**Access**

OFFERING UNIQUE CAPABILITIES

What makes you or your product different?
This difference should enable you to solve customer problem better than others.
Choose 2-3 skills, capabilities or product features to highlight.
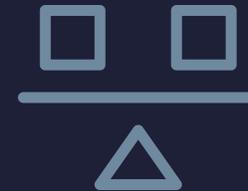
Integration

Expertise

Reach

Variety

Innovation

Stability

Scalability

Customisation

Attractiveness

PRODUCT PITCH EXAMPLE

Customer: Airline
Product: Software
Relevance to the audience: Safety
Solving problem of: compliance, risk, complexity
Unique capabilities: integration, scalability, expertise

Relevance (1) + Problem (2) + Capability (3) = Product Pitch

1) "We know that for XYZ airlines flight safety is a top priority. "

2) "That is why our Flight Tracking software is not only compliant with the EU mandate, but also reduces risk and complexity in flight operations by providing all airline stakeholders with the "same version of truth".

3) "Building on our 70-year expertise in providing IT solutions for airlines, we created a FlightTracker product that integrates information from 4 different data sources, as well as with the flight plan itself, in order to provide accurate information about aircraft position at any moment. It is Cloud-hosted to provide easy scalability for any future fleets."

Bonus: add any social proof (# of existing customers, rewards, certifications, customer stories)