

# NABC

# Pitch your idea!

## IDEA NABC PITCH

Present an idea in a maximum of 5 minutes.

## HOOK

Arouse the full attention and interest, e.g. through a surprising entry, a provocative statement, a punch line, a question, and/or humor.

## NEED

(Problems & customer need)

- What is the customer's central problem?
- In which situation does the problem occur?
- What need arises from it?
- Who is the typical customer who perceives this need?

## APPROACH

(solution)

- How will the problem be solved?
- Short description of product, service or process.
- How does it make money?
- Short description of the business model

## BENEFIT

(customer & company benefits)

- What is the benefit for the customer?
- What is the benefit for the company?
- Short description of the qualitative and quantitative benefits.

## COMPETITION

(competition & unique selling proposition)

- What competition or alternatives exist?
- What are the unique selling points of the solution compared to alternative offers?
- Short description for today and in the future.

## CLOSING

Summary of the core elements of the idea and call for next step.

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HOOK

**NEED**  
(Problems & customer need)

**APPROACH**  
(solution)

**BENEFIT**  
(customer & company benefits)

**COMPETITION**  
(competition & unique selling proposition)

CLOSING