# Pitch Flow

#### Hook

-Get the audience to immediately care about the problem you are about to introduce.

[Insert anecdote (story), personal experience, shocking fact, quote, or statistic, or user profile intro]



### Problem

-Get the audience to understand exactly what the problem is and be convinced that it is a problem.

[Insert Problem Statement]

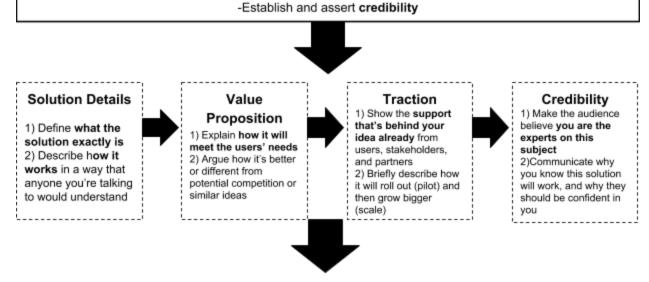
-Connect the problem to the users' needs.

[Insert Need Statement]



#### Solution

-Name the solution [insert Solution Statement] + Describe how it works
-Sell the Value Proposition
-Communicate the traction



## Ask

Present what you need from each stakeholder in the audience to get your idea off the ground.

Be specific.