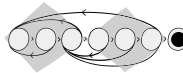


Project:
Team:
Version & Date:

CREATE A PITCH













Lewrick / Link / Leifer
The Design Thinking Toolbox
978-1-119-62919-1



Short instruction: Create a Pitch helps to share the results and the insights at the end of an iteration with the team or at regular intervals with other stakeholders. There is a simple structure which contains the most important questions to be answered.

More tips & tricks for this template on book page: 247

1 Questions to be answered: <i>Supplement the questions to be answered.</i>	Time:  <i>Time available</i>	2 Key messages: <i>Definition of content, form and tasks during presentation</i> 	3 Feedback from test <i>Improvements from the test/test run</i> 
Intro <i>How can the introduction be done?</i> 			
Problem <i>What is the biggest problem?</i> 			
Customers <i>Who is affected by this problem?</i> 			
Solution/idea <i>What is our solution?</i> 			
Business model <i>How could we make money?</i> 			
Next steps <i>What are we going to do next?</i> 			
Summary <i>What are the most important 2-3 core statements?</i> 			

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