Define the **PAIN** you solve
What is going wrong today for customers?

This is a fillable pdf – You can add your notes in the gray blocks below, and save it.

DAVID SAYS...

"This the part I recommend to spend most time on. Again and again, I have seen that when the Pain is well defined and clearly explained, the rest of the pitch is so much easier to complete and communicate. If the audience are convinced that the problem you solve is a real pain, a large problem, and that people will pay to have it solved, it's easier to convince about your product, team and ask. Take your time, and work as a team to define the Pain."

Step One:
Go through the questions below and brainstorm on Post-its, Paper or a Flipchart.

Step Two
Review your brainstorm and narrow down to your most relevant ideas in the form below.

Step Three
Try writing 2–3 versions of the Pain at the bottom of the page. Note – this could be 5–6 sentences long! If there is any part that needs a bit of extra time, it's the Pain!

What is happening for people today? Lost time? More cost? Complex steps? Irritation? More plastic? Additional CO_2? Bad reputation? Lost customers? Lost opportunities? Energy inefficiency? Quantify anything you write down.

What steps are driving people crazy, or losing them time/money, or causing waste? Can you break it down, like the Reactive Core example in the videos?

How big is the market? How many people are experiencing this? How big is the market in your country, your continent, the world? Avoid mega-generalisations – focus on a segment of the market that you are relevant for.

Try writing 3 different versions of the Pain, and get feedback from advisors and mentors.

1.

2.

3.