

# YOUR ELEVATOR PITCH

SOLUTION NAME :

# Our

{product, service or organization}



Products & Services

# help(s)

{customer segment - a.k.a. user or buyer or decision-maker or beneficiary}



Customer Segments

# who want(s) to

{jobs to be done / goals}



Jobs to be Done

# by

{verb e.g. reducing, avoiding, preventing}



verb (e.g. reducing, avoiding, etc...)

{customer pain point, risk, obstacles, frustration}



& a customer pain

# and

{verb e.g. improving, allowing, enhancing}



verb (e.g. increasing, enabling, etc...)

{customer gain, wish, hopes, dreams}



& a customer gain



Designed by: Bambooster GmbH - July 2022

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