

# Tips for effective communication

Visualize your competitive advantages using a quadrant for easy scanning.

01

02

How is the landscape differentiated and what makes you different.

What can you do better than your competition? How will you outperform them?

03

04

A company with strong competitive advantages are likely to survive in the long term.



# Tips for effective communication



## **Approach 1**

How will you set your company from the competition?

## **Approach 2**

What's your path to reach your customers?

## **Approach 3**

Events, partnerships, ads — list the effective ways to reach them.





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Show the ways your company plans to make money.

Whether through a graph, timeline, or chart, present the viability of your product or service and tell how your company will operate, and make money.

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Touch upon key metrics here too, such as Life Time Value (LTV) and Customer Acquisition Cost (CAC).

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List 3-5 problems your company observes and wants to solve.

## Problem 1

Give a striking overview of the problem and explain it briefly.

## Problem 2

Elaborate on how this negatively impacts people and their experiences.

## Problem 3

Frame the problems effectively as it will set the stage of your entire pitch.



# 3 tips for effective communication



Team Member 1  
Title



Team Member 2  
Title



Team Member 3  
Title



# 5 tips for effective communication

What are your next steps and goals? How much support do you need from investors and what will it get you?

Step 1  
Q1 2020

Step 2  
Q2 2020

Step 3  
Q3 2020

Step 2  
Q2 2020

