# Tips for effective communication

Visualize your competitive advantages using a quadrant for easy scanning.

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020

How is the landscape differentiated and what makes you different.

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

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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.



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).

## tips for effective communication

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

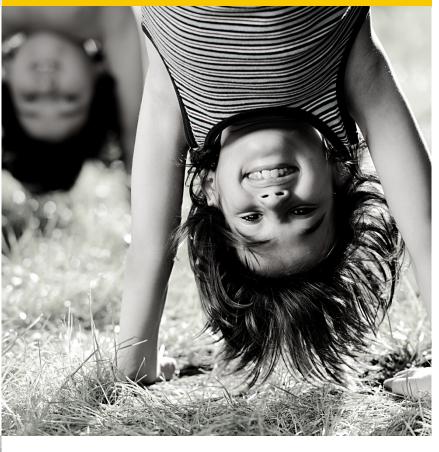
Frame the problems effectively as it will set the stage of your entire pitch.

## 3 tips for effective communication



Team Member 1
Title







Team Member 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