

PROJECT TITLE		TEAM	
SMS PITCH			
1. THE OFFER: PRODUCT/SERVICE	3. YOUR VALUE PROPOSITION	5. RESOURCES	
2. WHO? THE USERS & TARGET GROUP(S)	4. YOUR MOTIVATION	6. MILESTONES	
7. FINANCING: EXPENDITURE		8. FINANCING: INCOME	

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SMS PITCH Describe your idea in a maximum of 160 characters, without the project title. A short, punchy teaser that makes you want to learn more about the project.			
1. THE OFFER: PRODUCT/SERVICE What exactly are you offering? What is your product or service?	3. YOUR VALUE PROPOSITION Which problem does your offer solve, i.e. what added value does it generate for your target group(s)? And what makes it unique?	5. RESOURCES Which resources are available to you (time, skills)? Who supports you and how? Which resources are you still missing?	
2. WHO? THE USERS & TARGET GROUP(S) Who exactly are you addressing? Who are the end users, who are the buyers, partners, multipliers, etc.?	4. YOUR MOTIVATION What is your/your team's motivation and the background to this project? Why do you want to take part in this support programme?	6. MILESTONES Which milestones have already been achieved and which are still ahead?	
7. FINANCING: EXPENDITURE What costs will arise for you/your team (salary, production, rent, licences, etc.) and how much will they be (rough figures)?		8. FINANCING: INCOME How will the implementation be financed and how will income be generated (sales, grants, etc.)?	