

How to do an NABC Pitch

Convince everyone of your idea. Tell precisely in only 5 minutes:



What is the important customer and market **NEED**?

What are the specific user or customer **BENEFITS**?



What is the unique **APPROACH** for addressing the need?

How are these benefits superior to the **COMPETITORS & alternatives**?

Be creative. Be convinced. Be prepared. Take the chance.



Source:
<https://de.slideshare.net/AnnetteQvistgaard/pitching-nabc>

How to divide 5 minutes

2. Need – 20 %

Describe the need, that you are covering for whom.

1. Hook – 5 %

Try to grab the listener's attention – tell a story.

6. Rounding off – 5 %

Sum up the important points in ONE SENTENCE.

5. Competition – 10 %

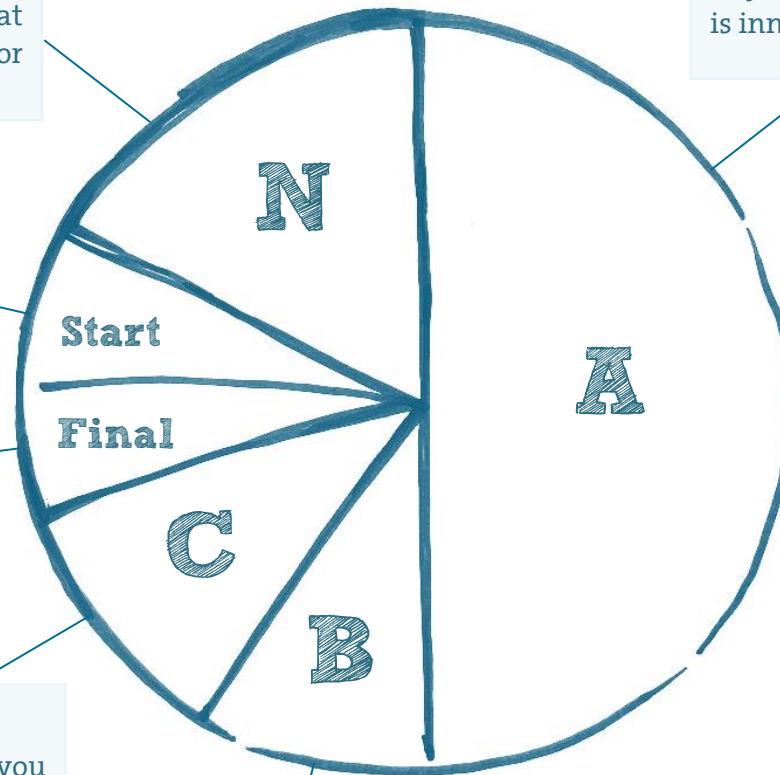
Describe the difference between you and similar projects. Does your idea take risks factors into consideration?

4. Benefits – 10 %

What are the benefits one can gain by using your product/service?

3. Approach – 50 %

Describe your proposition and explain the relevance of your idea. What about it is innovative and unique?



The advantage of NABC is that it keeps you focused on the primary user or target group for your idea of a service or product. It sharpens the idea as you present it to others. You will get even more good ideas and feedback for your product improvement.

