

THE PITCH



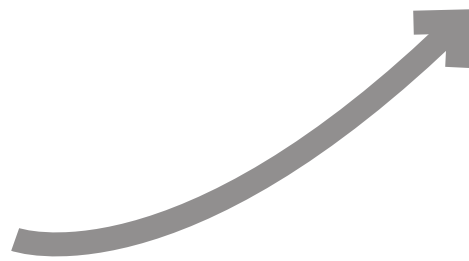
#1 Reason Businesses Fail: No Market Need!



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Pitch:

**there is a
(market)
need**



**we are
best
suited to
fit it**

3

Value Proposition:



3

Transactional Logic
-Rationalization
-Relationships



2

Market Need:

**Existing
Market?**



LSG LANDSCAPE
ARCHITECTURE

**New
Market?**



2

Market Need:

**Existing
Market**

**Size,
Context**

**New
Market**

**First
Adopters**

1

Who are you?

“uniquely suited”

mission/why

identity people grasp

1

Who are you?

Terms and Boxes

_____ **Consultancy**
Agency
Studio
Practice

Examples



Perfect!

pitch like a winner

Tweet your description
@ParsonsELab



In Groups:

1. Who are they?

2. What market need?

**3. What is their value
Proposition?**



**With 2/3 Sentences,
in any combination
answer:**

1. Who are you?

2. What do you do?

3. Why do you do it?
