

The Pitch

3 MINUTES TO CONVINCE

Yann Steulet, Director of Fri Up
November 2025

FRI**UP**

Structure

The problem

The solution

The product or technology and its benefits (USP) / differentiation

The market

Achieved so far

Next steps

The problem

Explain the problem (need, pain, lack).

Who is affected, impacted, and how?

Why is it urgent/important to solve it now?

The solution

Explain how you solve the problem, simply.

What is your promise?

The product or technology and its benefits (USP) / differentiation

Present your product, your solution.

What makes it unique, different, better?

The market

Target audience: Who will use your service/purchase the product?

What is the size of the market, the trend, the potential?

Show the market you will be able to address (real and accessible).

Achieved so far

What have you already accomplished? Product, prototype, funding, user testing, initial customer feedback, team building, etc.

What figures or concrete facts prove your progress?

Next steps

What are your objectives and plans (roadmap, upcoming milestones)?