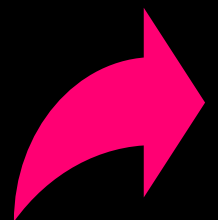


# Problem Solution



For more fundraising tips, follow [Michael Ho](#)



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Most pitches still start with the dated **Problem|Solution...**

**Problem**

**Solution**



# But that creates conflict



**Investors** immediately get skeptical and you'll have to fight them on it



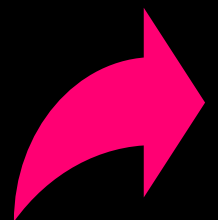
**Customers** immediately get defensive and think you're trying to pick a fight



And that means they're not ready to hear **your solution...**



**But what if  
you could avoid  
all that conflict?**



**You can! All you have to do is  
wrap the problem with 2 slides**



h/t to **@AndyRaskin** for introducing this concept in 2016

## The Greatest Sales Deck I've Ever Seen

It's Zuora's, and it's brilliant. Here's why.



Andy Raskin · Follow

Published in [Mission.org](#) · 8 min read · Sep 15, 2016

97K 332

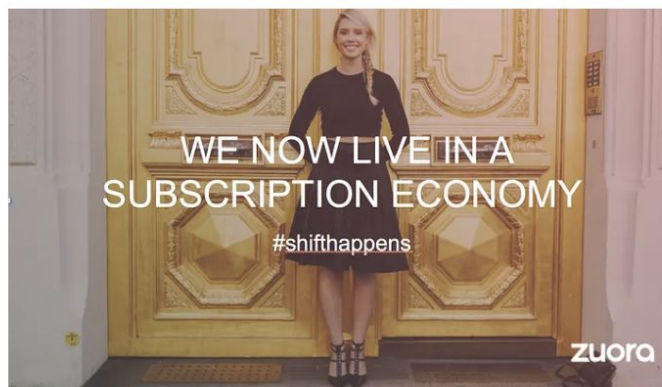


### #1. Name a Big, Relevant Change in the World

Don't kick off a sales presentation by talking about your product, your headquarters locations, your investors, your clients, or anything about yourself.

*Instead, name the undeniable shift in the world that creates both (a) big stakes and (b) huge urgency for your prospect.*

The first slide of virtually every Zuora deck — sales or otherwise — is some version of this:



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# 1 - First Agree

*WE CAN ALL AGREE...*

*> that something has changed*

*> or that this is a bad situation*



!

**Problem**

?

**Solution**



# 2 - Relate back to it

Why does that change or situation create a problem?



*AND THAT CREATES A PROBLEM...*



# 3 - Hint to the Future

**BUT WHAT IF?**

- > what if we're right...
- > what if they could...
- > what if we could...



# 4 - Now they're asking

That sounds amazing!  
how do I get that?

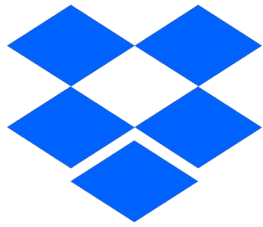


*LET ME TELL YOU HOW...*



Then don't forget to **show them...**





# Dropbox



It's 2007 and storage is a mess

**Problem**

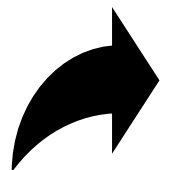
It's still a pain to work on multiple computers, protect files from loss...



In a perfect world your files are wherever you are, on any device and you'd never worry about losing data

**Solution**

Introducing dropbox... automatically sync files across any operating system





Now that everyone has a GPS in their pocket



Why would you wait in the rain worrying about finding a cab?



What if you could spend a little bit more and get this?



Introducing Uber... push a button and a black car shows up



# So To Recap

1. First start by agreeing on something
2. Then relate that thing back to the problem you want to solve
3. And before introducing your solution paint a picture of the future 🦵



# Free Workshop

# Seed to Series A

How to navigate investor expectations



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Coming up: How to grab a VCs attention

