

A stylized illustration of a business meeting. A man in a suit stands in the center, holding a folder and gesturing towards a large screen displaying a pie chart and a bar chart. Three other people are seated around a table, looking at the presentation. The background is a solid dark red color.

N.A.B.C PITCH TECHNIQUE



Wan Azlee

N.A.B.C PITCH

Need

Keperluan

- **Market Needs**
What are the specific needs of customers and the market, and why are they important?
- **Reason for Creation**
Why did you create this product, and what problem are you aiming to solve?
- **Problem Resolution**
What is the primary problem that your product can fix or solve, making it relevant and important?

Approach

Pendekatan

- **Innovative and Unique**
What is the innovative, compelling, and unique approach you use to address customer needs? How does this approach differ from competitors?
- **Effectiveness and Success**
How effective is this approach or solution in addressing customer needs? What is the "secret sauce" that makes it successful?
- **Delivery and Monetization**
How will you deliver and monetize this idea?

Benefits

Manfaat

- **Value Proposition**
What is the value proposition for the customer, and what evidence supports it?
- **Benefits to Stakeholders**
What are the specific benefits for stakeholders, customers, and investors?
- **Benefits to Users**
What are the benefits of your concept for end-users, including time and cost savings?
- **Emotional/Wellbeing Benefits**
How does the concept provide emotional benefits and improve the user's life?

Competition

Pesaing

- **Alternatives and Competitors**
What are the alternatives available to customers, and who are the main competitors to your concept?
- **Concept Differentiation**
How does your concept differ from competitors and other alternatives, and what unique advantages do you offer?
- **Competitor Weaknesses**
What are the main weaknesses of your competitors?
- **Implementation Strategy**
What are the alternatives for implementing your concept, and how will you address major competitors?

N.A.B.C PITCH

Need

Keperluan

- **Keperluan Pasaran**
Apakah keperluan spesifik pelanggan dan pasaran, dan mengapa ia penting?
- **Sebab Penciptaan**
Mengapa anda mencipta produk ini, dan masalah apa yang ingin diselesaikan?
- **Penyelesaian Masalah**
Apakah masalah utama yang dapat diperbaiki atau diselesaikan oleh produk anda, menjadikannya relevan dan penting?

Approach

Pendekatan

- **Inovatif dan Unik**
Apakah pendekatan inovatif, menarik, dan unik yang anda gunakan untuk menangani keperluan pelanggan?
Bagaimana pendekatan ini berbeza daripada pesaing?
- **Keberkesanan dan Kejayaan**
Bagaimana pendekatan atau penyelesaian ini berkesan dalam menangani keperluan pelanggan? Apakah "ramuan rahsia" yang menjadikannya berjaya?
- **Penyampaian dan Monetisasi**
Bagaimana anda akan menyampaikan dan memonetisasi idea ini?

Benefits

Manfaat

- **Proposisi Nilai**
Apakah proposisi nilai untuk pelanggan, dan apa bukti yang menyokongnya?
- **Manfaat Pihak Berkepentingan**
Apakah manfaat khusus untuk pihak berkepentingan, pelanggan, dan pelabur?
- **Manfaat Pengguna**
Apakah manfaat konsep anda untuk pengguna akhir, termasuk penjimatan masa dan wang?
- **Manfaat Emosi/Kesejahteraan**
Bagaimana konsep ini memberikan manfaat emosi dan memperbaiki kehidupan pengguna?

Competition

Pesaing

- **Alternatif dan Pesaing**
Apakah alternatif yang tersedia untuk pelanggan dan siapa pesaing utama konsep anda?
- **Perbezaan Konsep**
Bagaimana konsep anda berbeza daripada pesaing dan alternatif lain, dan apa kelebihan unik yang anda tawarkan?
- **Kelemahan Pesaing**
Apakah kelemahan utama pesaing anda?
- **Strategi Pelaksanaan**
Apakah alternatif pelaksanaan konsep anda, dan bagaimana anda akan menghadapi pesaing besar?



Wan Azlee