LOGO + NAME

Your company or project

DATE / VERSION

e.g. Q1 2027

HEADLINE: ONE-LINE PITCH

What you do, for whom, and the result they get. Max 12 words.

THE PROBLEM

Who hurts, how much, how often. One number if you have it.

YOUR SOLUTION

What you do about it, in plain words.

PROOF 1

Customers / users

PROOF 2

Revenue / growth

PROOF 3

Result for clients

PROOF 4

Rating / award

FEATURE / BENEFIT 1

FEATURE / BENEFIT 2

FEATURE / BENEFIT 3

WHY US (DIFFERENTIATORS)

Three reasons a reader picks you over the alternative.

SOCIAL PROOF

A short customer quote + name and role.

CALL TO ACTION

The ONE next step: book a demo, reply, donate, approve. Add a link or QR code.