

<b>Key Concepts</b>	
<b>Features</b>	Discrete aspects of your idea, approach, or solution
<b>Benefits</b>	How it can help your funder - Advantages that solve your funder's problem
<b>Differentiators</b>	Features unique to what you are offering AND are important to your funder

<b>Key Concepts</b>	
<b>Features</b>	
<b>Benefits</b>	
<b>Differentiators</b>	

<b>Your Sentence</b>