

WHY

What is your purpose from pitching?
Why is it important to get what you are asking for?
How will it help you in your journey / venture?

I am pitching because _____

DO

What do you want to get? Money / Selling / Sponsoring / Discount / Approval / Support / Feedback / Partnership...

I want to get: _____

WE

Who are you pitching to? Investor / Client/ Partner / Supplier / Manager / Friend / Expert / Team / Peers...

I am pitching to this person: _____

EXIST

What are you pitching? Product / Service / Concept / App / Website / Machine / Pen / Technology / Design / Job ...

I am pitching this thing: _____

YOUR PITCH STARTS HERE – THE ABOVE IS THE SCENARIO / YOUR BACKGROUND BEHIND THE PITCH

OPENING 1) WHAT IS IT ABOUT? 2) HOW DOES IT WORK? 3) WHAT BENEFIT/VALUE IT BRINGS? / CLEAR . INFORMATIVE . MEMORABLE . INTERESTING . CONCISE

Hello, _____

PROBLEM / VISION

WHAT ARE WE SOLVING / WHERE ARE WE GOING WITH THIS

SOLUTION DESCRIPTION

HOW IT WORKS - HELPS / FUNCTIONS

BENEFIT / DIFFERENTIATOR

WHAT IT BRINGS TO THE WORLD / UNIQUENESS- SPECIALITY

BUSINESS MODEL – COST STRUCTURE

Key Partners . Key Resources . Key Activities . Cost Structure

BUSINESS MODEL – REVENUE STREAM

Customer Segments . Channels . Key Activities . Cost Structure

TEAM PRESENTER (YOUR NAME + TITLE). KEY TEAM MEMBERS (HOW MANY KEY MEMBERS + ROLES BRIEFLY). TOGETHERNESS (WHY WOULD THIS TEAM SUCCEED, WHAT DO YOU BELIEVE IN / STRIVE FOR / ARE YOU PASSIONATE ABOUT SOLVING TOGETHER)

My name is _____

Our Team consists of _____

Together we _____

TRACTION WHAT HAVE THIS TEAM DONE SO FAR (RESEARCH/IDEA/DEMO/BETA/PRODUCT/SERVICE). MARKET / AMBITION (WHERE ARE YOU NOW / WHERE ARE YOU GOING). KEY MILESTONES/ACHIEVEMENTS (CUSTOMERS/USERS - HOW MANY - REVENUE/IMPACT (HOW MUCH TO DATE) PROTECTION/CONTROL (PATENT, SECRETS ETC.)

So far, we have _____

ASK MONEY (HOW MUCH AND WHAT ARE YOU GIVING BACK) HUMAN RESOURCES (HOW MANY PEOPLE / HOW LONG) OTHER RESOURCES (ASSETS/PREMISES/ACCESS/PERMISSIONS) EXPERTISE (IDEAS/CONSULTENCY) MENTORSHIP (ACTIVE SUPPORT) DIRECTION (WHERE TO GO)

**CLOSING
"THANK YOU"**

(JUST THANK YOU)