



# Pitch Structure

## Hook

- How can you grab your audience's attention?
- An interesting fact or statistic

## Problem

- Define the problem
- Who experiences the problem?
- How do you know they have this problem?

## Solution

- Why & how is your solution different?
- Where is the innovation?
- Why should people buy it?

## Opportunity

- What's the size of the market?
- Traction to date
- What are the risks and how can you reduce these?



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## Model

- How are you going to make money?
- Are there multiple revenue streams?

## Team

- Introduce yourself and your team
- What's your/their experience?
- What does the future of the team look like?

## Ask

- What are you pitching for?
- What do you need to progress your business?



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