



Pitch Structure

1 minute Pitch = 150 words approx.

3 minute pitch = 450 words approx.

<p>The Hook - How can you grab people's attention?</p> <ul style="list-style-type: none">• Compelling/Shocking• Human element• A question• A statistic	
<p>Problem - What problem are you trying to solve?</p> <ul style="list-style-type: none">• What is the size of the problem?• Why should people care?• Five year old test – keep it simple, no jargon	
<p>Solution - What makes it unique?</p> <ul style="list-style-type: none">• Why's it a game changer?• Why's it different to other products services out there?• Do you have a patent or have you applied for one?	
<p>Opportunity - What is the opportunity?</p> <ul style="list-style-type: none">• Market size; reachable/total addressable market• What market research have you done?• Traction to date; proof of concept, sales, research, investment, customers, orders?• What press coverage, endorsements or awards have you had?• Competition/risk awareness - Who are your competitors?• How are you reducing these risks?	



Pitch Structure (cont.)

<p>Business Model - What's the business model?</p> <ul style="list-style-type: none">• Revenue streams; ecommerce, subscription, advertising, affiliate• Year on year sales/projections... simple, believable numbers• Product/market fit• What's your route to market?• Who are you key partners?	
<p>Team - Who's in your team?</p> <ul style="list-style-type: none">• What are your/their skills and experience?• Do you have mentors, non-exec, advisers?• What does the future team look like?• Identifying skills gaps	
<p>Ask - What do you need today that will progress your business?</p> <ul style="list-style-type: none">• Smart Investment? Feedback? Sales? Contacts?• What will help you to accelerate your business?	