

## WHY

Why are you pitching your product/service/concept?  
What is the outcome if you get what you ask?  
Funding Growth / Expansion (Why) vs. Seed Funding (Ask: Raising Funding of 1M for 10%)

I will have/get (Name 1-3 things) \_\_\_\_\_

### DO (Be specific eg. 1M € for 10% ROI in 2 Years)

What are you asking for? Funding, HR, Buy, Partner with me, Ideas, Feedback, Collaboration, Input, Discount, ...

One main ask (if needed +1 secondary thing): \_\_\_\_\_

### WE (Be specific eg. Mr. Romero/Lifeline Ventures)

Who are you pitching to? Investor, Publisher, Manager, Colleague, Friend, Client, User, Supplier, Partner ...

One specific person or group (Never 2 groups): \_\_\_\_\_

### EXIST (Be specific eg. company vs. product)

What are you pitching? Yourself, Product (Pen), Service (App), Concept (Research, New Idea/Project), Company...

One particular thing (Never 2 things): \_\_\_\_\_

HI (START WITH HI)

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

### OPENING 1) WHAT IS IT, 2) HOW IT WORKS, 3) USP: WHY IS IT DIFFERENT. MAKE IT INFORMATIVE (BE SPECIFIC), CONCISE (FEW SENTENCES) & MEMORABLE (MAKE THEM REMEMBER YOU)

\_\_\_\_\_  
\_\_\_\_\_

### BRAND MENTION HERE THE NAME OF YOUR IDEA/CONCEPT/PROJECT/COMPANY. MAKE AN EFFORT FOR US TO REMEMBER IT. IT IS GOOD FOR BRANDING IF WE WILL HEAR IT EARLY/CLEARLY.

\_\_\_\_\_

### PROBLEM WHAT PROBLEM/PAIN YOU ARE SOLVING/CURING? HOW BIG IS THIS ISSUE AND TO WHOME?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### SOLUTION DESCRIBE YOUR SOLUTION. SHOW A DEMO/VIDEO/CHART/ROADMAP. AIM FOR AS MUCH DETAILS.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### BENEFIT/VALUE WHAT DOES THE SOLUTION BRING TO THE WORLD / BETTER/FASTER/STRONGER/CHEAPER ETC.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### DELIVER VALUE – BUSINESS MODEL

KEY ACTIVITIES/RESOURCES/PARTNERS (WHAT YOU DO, HOW IT IS DONE, WHO IS HELPING & WHERE? HOW MUCH IT COST YOU? (PRODUCTION, R&D, SALARY, RENT, MATERIAL, EQUIPMENT

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### CAPTURE VALUE – BUSINESS MODEL

TARGET AUDIENCE (WHO/WHY + LINK TO VISION), CHANNELS (HOW TO REACH THEM & WHERE), EARNING MODEL (HOW/WHEN/WHERE IS MONEY MADE OR VALUE CREATED), HOW TO SCALE BM

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### TEAM PRESENTER (YOUR NAME + TITLE / YOU DONT NEED TO SAY IT BEFORE). KEY TEAM MEMBERS (HOW MANY KEY MEMBERS + ROLES BRIEFLY). TOGETHERNESS (WHY WOULD THIS TEAM SUCCEED VS. COMPETITION, TALK ABOUT COLLECTIVE POTENTIAL OR UNIQUE SKILLS/VALUES: PASSION, AMBITION, EXPERIENCE, KNOWLEDGE

My name is \_\_\_\_\_

Our Team consists of \_\_\_\_\_

Together we \_\_\_\_\_

### TRACTION STATUS: WHAT HAVE THIS TEAM DONE SO FAR (RESEARCH/IDEA/MVP/DEMO/LAUNCH/EXPANSION), INVESTMENT (TIME/MONEY/EFFORT EG. 12 MONTHS R&D/12K \$ SALES Q3). MILESTONES/ACHIEVEMENTS (USERS: 6K ACTIVE USERS - REVENUE/IMPACT: 12K \$/WEEK) - PROTECTION/CONTROL (PATENT, SECRET, RECIPE...)

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”

(ALWAYS END WITH THANK YOU AND START WITH HI)