



Building A Killer Pitch

The Qualifying Round pitches for Startup Challenge will be 5 minutes, with 3 minutes for questions from the judges. This exercise is designed to help you quickly build a pitch that you can then refine. I suggest that you do this electronically, so that you can easily edit and move pieces around.

At the end of this exercise, you should have a fully scripted pitch, and you can begin practicing it. Get to know it thoroughly so that you can deliver it with energy and enthusiasm (pitching is acting, not reporting). SELL us your business but be realistic about the claims you make and the challenges involved in making it successful.

I. Creating building blocks: Your pitch should be built from solid building blocks. The goal of this exercise is to create those building blocks. Get down on paper the (1) key points you need to make, (2) key phrases that powerfully communicate what this business is and the opportunity it presents.

1. Describe your business in 2-3 sentences
2. What is the problem you are solving for customers?
3. How does your business solve the problem?
4. Who will be your first customers?



5. Tell us about the market for this product (size, growth rate)

 6. How will your business make money?

 7. What makes this business unique, and how will you compete/what is your competitive advantage?

 8. What are key features of how this business works?

 9. How will you scale the business? (Growth strategy)

 10. To get this business started, you will need...?
- II. Building sections: You can't deliver the pitch as a 5-minute string of narrative; it needs to be delivered in 3-5 distinct sections, each with an opening and a closing.**
1. Outline section 1:
 - a. Which of the building blocks belong in section 1?



- b. What will be your opening line in section 1?
 - c. What will be your closing line in section 1?
 2. Outline section 2:
 - a. Which of the building blocks belong in section 2?
 - b. What will be your opening line in section 2?
 - c. What will be your closing line in section 2?
 3. Outline section 3:
 - a. Which of the building blocks belong in section 3?
 - b. What will be your opening line in section 3?
 - c. What will be your closing line in section 3?
 4. Repeat for additional sections
 5. Design a killer opening line:
 6. Design a killer closing line: