

GetFunded

Quick Pitch

Intro: I'm _____ CEO of _____
(First name, last name) (Company name)

We are creating _____ to help _____
(What are you making?) (Who's problem are you solving?)

_____ (with/by) _____*
(What is the problem you're solving) (What is your secret sauce?)

The **Problem** _____ have is that _____
(Target customer) (Flesh out the problem. How big is it? how much does it cost)

With our **Solution** _____ can _____
(Target customers) (Get a specific high value result)

What **Differentiates** _____ is _____
(Company or product name) (Describe differentiator or secret sauce)

We **Make Money** by _____
(Describe your business model, ie. how you will make money in simple terms)

We plan to **Acquire Customers** through _____
(Describe what channels you will use to acquire customers)

(Describe how you will have an advantage in acquiring customers over your competition or incumbents)

Our current **Competition** is from _____
(Describe the different kinds of competition you have)

but _____
(Describe how you are better than each kind of competition)

We have a **Team** of _____ who have previously _____
(Number) (List previous accomplishments of management team)

We **Project** we can reach revenues of _____ per year by _____ and currently our
(Number) (Year)

Status is _____
(List what you've accomplished so far, how much you are raising and what the plan is going forward)

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You see, **it used to be** that _____
(What was true in the past that meant this opportunity didn't exist)

But now _____
(What is true now that makes this opportunity possible)

And that means _____
(Talk about how the time is right for you to go after this opportunity and win)

* Credit for this intro goes to Adeo Ressi from the Founder Institute

** Also thanks to Guy Kawasaki for this framework