

#90secondpitch

Notes from: "Creating the Pitch that Works" *Susan R. Cornelius*

**“Hello, I’m
_____, founder
of _____.”**

[This is how you can start off your 90-second pitch]

<<State your Name>>

<<State your “Title” (i.e., founder is a good choice here)>>

***“Can you ever have
enough _____ on your
_____... can _____ ever
be fast enough?”***

[This is one way to relate to the audience right from the start]

<<State the problem that you are solving from the point of view of your potential customers>>

<<State the problem again, in another way if solving multiple>>

***“Our revolutionary _____
can dramatically
decrease _____ as well
as decrease _____”***

[This is when you get to them why your product is different, better]

<<State how you are going to do _____ different>>

<<State how you are going to do _____ better>>

***“The market for these
_____ in [market a] &
[market b] exceeds
_____ dollars per year.”***

[This is when you get to show them
you know your markets and \$\$\$]

<<State how BIG the
market(s) is/are>>

<<State how many people
have this problem that your
_____ will solve, and would
be willing to pay for it>>

“We’ll tap into this market though _____, _____, and _____.”

[This is when you tell them HOW you will enter the markets & get that \$\$\$]

<<State how you are going to get into the market>>

<<State if you will use licensing, franchising, distributors, direct sales, etc.>>

<<State the revenue model is simple product sales at this point...>>

<<State how much of the market you intend to capture (i.e., 5% in 3 years)>>

“Our team has substantial experience creating _____. Our product is already in the market and being used by over _____ paying customers.”

[This is when you tell about the people that will make it happen/if it works]

<<State some attribute(s) about your team (i.e., experience with _____)>>

<<State what makes members of the team good at management (i.e., planning, organizing, leading, and controlling)>>

<<State that people are already using the product... if this is a true statement...>>

“To date, we’ve invested ___ years and ___ dollars of our own and friends, and family money. We’re seeking ___ dollars to finish our R&D and ramp up marketing efforts.”

[This is when you tell them you have skin in the game, and your **ASK (\$\$\$)**]

<<State the time that you have invested (i.e., time is money)>>

<<State the money that you have invested (i.e., money is money)>>

<<State amount of dollars that you are needing and an overview of what the funds will be used for>>