3 Minute Pitch Framework: LEAP EAST 2026
= 420-450 Words (max!)/25-27 (*short!*) Sentences

Best 3 Minutes

This is a fillable pdf – You can write your script or outline in the gray blocks below, and save it.



DAVID SAYS...

"Choose where you will put the focus in your story, because you have limited time. How many sentences do you need to tell about the Pain? Can you share What's Unique about the product in a couple of sentences? Is the Introduction a simple, 'This is who we are, this is what we do?' or will you immediately dive into the Pain? The order of the pitch topics below is a suggestion – you can change it if you wish – and always keep in mind that you need to hook your audience on the value of what you deliver, not just tell about the product."

Introduction:



What's the problem you solve? How big is it? Who are the customers? What are they losing?



Tell in a few sentences what it does, and how much it improves on the problem.



Tell one big thing that is Unique about your product, that makes you stand out from others.



Do you have sales? Growth? And if early stage: what Validation have you done?



What Impact do you make on People, Society, and/or the environment?



Revenue 2026? Goal 2027? Bigger ambitions? Any exceptional margins? Keep it simple!



What are the 1-2 things about your team that make them the people to succeed?

Closing/ASK Tell as short as possible what you are looking for: investment, introductions, visit web site?

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