3 Minute Pitch Framework

= 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.

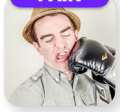


DAVID SAYS...

"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 bear in mind that you need to hook your audience on the value of what you deliver, not just tell about the product."

Introduction:

THE PAIN



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

THE PRODUCT



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

WHAT'S UNIQUE



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

THE PROOF



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

THE TEAM



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

WHY YOU?



What's you personal motivation for doing this? Why did you choose this problem to solve?

THE ASK



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

Closing:

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