



STARTUP PITCH BOOTCAMP

THIS DOCUMENT WILL HELP YOU MAXIMIZE YOUR PARTICIPATION IN OUR EVENT.

1. Startup Pitching Rules 101 - Achieving Brevity and Clarity

Use the rules below to create a descriptive and concise pitch.

☐ **Be Clear & Specific**

NO: "A Social Utility"

YES: "An E-commerce Site"

☐ **No Buzzwords**

NO: "Mobile Social CRM"

YES: "A Mobile Application"

☐ **No Adjectives**

NO: "A Revolutionary Service"

YES: "Backend Software"

☐ **Identify Demographics**

NO: "Female Consumers"

YES: "Mothers aged 24 to 36"

☐ **Specify your market**

NO: "Artists & Musicians"

YES: "Unsigned Electronic Bands"

☐ **Clarify the buyer**

NO: "Large Businesses"

YES: "Purchasing Managers at Fortune 100 Companies"

☐ **Solve a problem**

NO: "Decrease Latency Across CDN Servers"

YES: "improve Network Performance for their clients"

☐ **Unique Value Proposition**

NO: "Easier and Faster"

YES: "With automated ordering for diapers and other common baby products"

2. Describe your business or startup idea.

Example: My company, the Founder Institute, is developing a training and mentoring program to help entrepreneurs launching a new startup create meaningful and enduring technology companies with shared equity that encourages peer support.

My company _____, is developing _____
(Company Name) (A Defined Offering)

_____ to help _____
(A Defined Audience)

_____ with _____
(Solve a Problem) (Unique Value Proposition)

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