

Distilling your Essence

- Your Name
- Company Name
- Industry / Business (3-4 words)
- Business Model (3-4 words)
- Value Proposition (Why should anyone care)
- An invitation to question (a hook) NOT a dissertation!

Another way to think about your Pitch

- Your Name and Company Name
- We solve [problem]
- By providing [solution/advantage]
- To help [target customer]
- With [goal or outcome]
- *(Still NOT a dissertation!)*
- Depending upon the stage of business...
- We make money by charging [target customer] to get [benefit]