

## The Basic Pitch Outline and Concept Paper Outline:

Following is a sample outline of a pitch I have seen many successful startup presentations follow. Believe it or not, you can fit all of this into five minutes or less – especially if you use short video clips, images, graphics, and minimal text. Mostly speak to each of the points below, using graphics to reinforce your spoken words.

- **Headline** (your vision for your company- usually one line)
- **Company Purpose** (short and sweet) (What inspired you to create this company?).
- **Problem** (customer pain – What is the problem you are trying to solve. (Identify the customer- law firms, corporate legal departments, small business, or consumers. Which market are you addressing? What niche within the broader marketing category are you targeting? What is the demographic of your primary customer?)
- **Solution** (value prop to customer – great to add real customer stories – How do you solve the customer’s problem?).
- **Why Now** (history and evolution)
- **Market Size** (who are your target customers; How large is the addressable market?)
- **How much capital** do you want to raise and what percentage of the company are you will to give up? (This is the “Ask”).
- **Competition** (honest list of other industry players and competitors, How do you fit into this competitive landscape? Who are your competitors?)
- **Product/Service** (description and road map) (Short and Sweet). (If you have a proprietary technology idea and need funds to patent it, this is the place to mention it What is innovative about your service?).

- Business Model (revenue, pricing, subscription, licensing, transactional, freemium, transactional, etc.)
- Customer Acquisition plan (marketing and sales. Do you have an efficient way of acquiring customers?)
- Team (founders & management) (micro-biography)
  - At pitch events, you have just five minutes to stand out from the other presenting companies. Take advantage of your short window of fame by telling a memorable story with passion. The best company pitchmen aren't salespeople. They're great storytellers.
  - Your "Concept Paper" should elaborate on this outline by citing sources to back up your arguments. The "Concept Paper" is not the same as developing a full business plan with detailed financial projections. Instead, your "Concept Paper" should elaborate on this outline by citing sources to back up your arguments and provide more detail than you can compress in a 5-6 minute presentation.