

Pitch Pulse-Raising Test

A great pitch needs to convey passion and resonate with an investor on an emotional level within the first minute. Your core message and passion also need to be easily repeatable. Does your current hook raise someone’s pulse? Can someone repeat your core pitch in a way that makes others interested?

Steps:

Ideally, work with a peer who is also in the process of pitching. If you can’t locate a peer, identify an unbiased colleague—not a family member or friend—who is not involved in your business.

Set a timer for 3 minutes. Each person takes 3 minutes to work independently.

Think your current pitch for your business. Quickly answer the following:

- What about your product or service makes it special? What do you think will raise your prospective customer’s pulse?
- Write 1-2 succinct sentences that convey your startup’s uniqueness.
- Use that as the opening—or hook—for your pitch. You should be able to deliver the hook in under 60 seconds.

At the end of 3 minutes:

Working with a partner

1. Choose one person to act as Founder first and one as Investor
2. Founders have 60 seconds to deliver their hooks.
3. Investors: use the Investor rubric to jot down notes about the pitch
4. Reverse roles
5. After both sides have pitched, each person has a minute to complete investor rubric
6. Give the investor rubric sheet you completed to your partner. This sheet will serve as baseline feedback for your current pitch.

Review your partner’s assessment of your pitch. Does the assessment surprise you in any way?

Assessment Rubric

1. Did the hook raise your heartbeat? What sort of reaction did you have?

<i>Inspired/Eager</i>	<i>Intellectually Interested</i>	<i>Unaffected</i>	<i>Bored</i>
5	4	3	2
			1

2. Did the pitch evoke emotion(s)? If so, which?

Yes No

3. How interesting was the pitch?

<i>Can't stop thinking about it</i>	<i>Somewhat memorable</i>	<i>Forgot it already</i>
5	4	3
		2
		1

4. How would you repeat the core message of pitch?

7. Do you feel motivated to share this pitch with someone in your network (investor, advisor, etc.)?

Yes No