

Activity 2 Instruction: Discover Your Hook: Pitch for Problem

Now, it's time to experiment with creating a hook for the Problem 'P' that:

1. Resonates emotionally—increases pulse rate of the listener
2. Can be easily repeated in a way that retains the passion you conveyed

Steps:

1. Choose a partner.	
2. Working Independently	<p>Think about your business. How can you generate passion around the problem 'P'?</p> <p>Working on the “Discover Your Hook: Pitching for Problem” sheet,</p> <ul style="list-style-type: none"> • Choose one question to answer on an instinctual level. • Write one sentence in the space provided to serve as the hook you'll deliver to your partner.
Host signals to begin working with partner.	
Working with a partner	<ol style="list-style-type: none"> 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 Assessment” sheet to jot down notes about the problem pitch. If needed, Investors can take an additional minute to finalize their assessment sheet. Don't share any feedback or the rubric sheet with your partner yet. 4. Reverse roles. If needed, Investor can take a minute to finalize their assessment sheet. Don't share any feedback or the rubric sheet with your partner yet. 5. After both sides have pitched, share assessment sheets and if host has allowed extra time, discuss for a moment.
You'll repeat this exercise for the Product and People 'P's when directed.	

Discover Your Hook: Pitch for Problem

Choose one question below that resonates with your startup. Take a minute to brainstorm your answer. If you're stuck, start by writing words or phrases as quickly as you can. Then, write a sentence answering that question in the box below. That will serve as the "problem hook."

1. What's powerful or compelling about the problem you're trying to solve?

Idea: Can you leverage a personal story—either from your experience or the experience of others—to demonstrate a compelling angle to your problem?

2. Does the problem you're addressing have a larger sense of purpose?

For example, Careem, "Uber of the Middle East," offered a ride-hailing service. But the founders framed the issue as a part of a larger, emotionally-charged problem of improving the status and lives of a sizable segment of society and creating an infrastructure where none existed.

Your problem-focused hook:

Investor Assessment: Pitch for Problem

A great pitch contains passion that is easily repeated and conveyed by others. Assess your partner's pitch for the problem 'P'. Be sure to complete #3.

1. Did the founder convince you that a compelling problem exists?

Yes, totally convinced me	Some unanswered questions	Unconvinced		
5	4	3	2	1

2. Does the team have a unique solution to an existing problem that you found exciting?

Excellent	Good	Average	Fair	Poor
5	4	3	2	1

3. How would you repeat this pitch?