

Activity 3 Instructions | Discover Your Hook: Pitch for Product

Part of refining your hook involves experimenting to find which ‘P’ can generate the most passion and be the best hook. You may notice that the problem ‘P’ overlaps with the product ‘P’—that’s okay!

Now, try to create a hook for the Product ‘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 product ‘P’?</p> <p>Working on the “Discover Your Hook: Pitch for Product” sheet,</p> <ul style="list-style-type: none"> • Answer either question 1 or 2 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 product-focused 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, Investors can take a minute to finalize assessment sheets. 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 People ‘P’ when directed.	



How to Build a Great Pitch that Hooks Investors

An HBS Accelerate Workshop

Discover Your Hook: Pitch for Product

Choose one question below that resonates with your vision for your startup. Take a minute to brainstorm your answer. Then, write a sentence answering that question in the box below. You'll deliver that hook to your partner.

1. What's different or special about your product? How can your product change things?

Idea: Did something propel you to develop this product? Will it save lives?

2. Do you have a unique solution to an existing problem that could excite investors?

Think about: Is your product—your solution to the problem—10x better than current solutions?

How does your product differ from other solutions?

Your product-focused hook:

Investor Assessment: Pitch for Product

Based on the pitch your partner delivered, assess their pitch for product. Be sure to answer #3.

1. Did the founder show that the product is unique or significantly different than other existing products?

Yes, totally convinced	Minor questions	Some larger questions	Unconvinced	N/A
5	4	3	2	1

2. Did the founder express a unique way to solve the problem is significantly better (10x) than current solutions?

Fully demonstrated	Some questions	Unconvinced	N/A	
5	4	3	2	1

3. How would you repeat this pitch?