

Activity 4 Instructions | Discover Your Hook: Pitch for People

Searching to find which ‘P’ can generate the most passion for your hook, we’ll focus on People next. At this point, you may notice connections between ‘P’s that begin to tell a story.

Now, try to create a hook for the People ‘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 your team—the people ‘P’?</p> <p>Working on the “Discover Your Hook: Pitch for People” sheet,</p> <ul style="list-style-type: none"> • Consider questions #1 and #2. Formulate an answer for one. • Write one sentence in the space provided to serve as the people-focused 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 people 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 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. If host has allowed extra time, discuss for a moment. |



How to Build a Great Pitch that Hooks Investors

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Discover Your Hook: Pitch for People

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 are the core skills necessary to build the product? Does your team possess the core skills needed?

Think about: how will you source these skills if your team doesn't have them already?

2. What's special about your team? How will this team lead your startup to success?

Think about: What's the track record of the team you've assembled? Do you have a co-founder who's especially passionate and driven? Team members who are widely respected?

Your people-focused hook:



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Investor Assessment: Pitch for People

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

1. Does the individual or team have the ability, skills, and passion to implement this business?

| Skilled team in place | Small team w/ most skills | Team lacks core skills | No team | |
|-----------------------|---------------------------|------------------------|---------|---|
| 5 | 4 | 3 | 2 | 1 |

2. Does the founder have a plan for sourcing skills the team lacks?

| Firm plan in place | Logical & clear plan to acquire skills in set time | Informal plan to get skills over extended time | No plan to acquire core skills | |
|--------------------|--|--|--------------------------------|---|
| 5 | 4 | 3 | 2 | 1 |

3. What stands out about this team? How would you repeat this pitch focused on people?