

What Happens Next? After the Workshop

The only way to develop a truly great pitch is to practice. Experiment creating hooks based on the Problem, Product and People 'P's to find which generates the best results. Make it a point to practice delivering variations of your pitch rigorously. Then refine it and practice again.

For many founders, practicing—especially with someone outside of your venture—can feel tedious or counterintuitive. Building a passionate and repeatable pitch to highlight your startup might feel like a waste of time. But to see truly impressive results when you pitch to investors, you need to do commit to doing reps of your pitch regularly—in front of unbiased people. Similar to testing with customers, be open to the feedback that emerges. Does anything surprise you? Can you see patterns?

Every time you revisit and critically assess your pitch's hook, you gather invaluable information that helps you beyond raising money. You develop a deeper understanding of your motivations. That enables you to create a company culture that reflects your values and attracts outstanding employees and committed partners. Developing a habit of practicing and adapting your pitch now, with an unbiased audience, pays off as you scale.

Steps

<p>Before leaving the workshop</p>	<ul style="list-style-type: none"> • Commit to practicing your pitch over a specific time frame. For instance, aim for 20x over 2 weeks. • Identify some unbiased people—like a WeWork colleague—you can contact who would be willing to listen to variations of your 1-minute pitch. Explain your goal of practicing and offer to assess theirs as well.
<p>After the workshop</p>	<ul style="list-style-type: none"> • Make concrete plans with at 1-2 people on your list. <ul style="list-style-type: none"> • Do not rely on friends and family or employees at your startup. • Make time to review the assessment sheets you received on the hooks you delivered at the workshop. <ul style="list-style-type: none"> • Which 'P' resonated most at the workshop? Which resonates most with you now? How can you change your pitch to make it more compelling? • Review the videos and workshop content as a guide if needed. • Print the template below, or create your own list of questions to give to colleagues to evaluate your pitch. It's preferable that they give you written feedback at the time you practice the pitch. • Practice delivering variations of your 1-minute pitch using each of the 'P's until you discover which works best. • Track your progress—use the log provided as a guide.



How to Build a Great Pitch that Hooks Investors

An HBS Accelerate Workshop

Assessing a Pitch’s Passion & Repeatability for Problem, Product, & People

After listening to the entrepreneur’s short pitch, please answer the questions below honestly.

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

Yes, totally convinced me	Pretty convincing	Some questions	Larger doubts/confusion	Unconvinced
5	4	3	2	1

2. Does the team have a unique and understandable solution to an existing problem?

Very unique & easy to understand	Intriguing & understandable	Interesting but confusing	Not that interesting & difficult to understand	Solution unclear, not unique, or too complicated
5	4	3	2	1

3. How interesting was the pitch? Did it raise your heartbeat? What sort of reaction did you have?

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

4. What element of the pitch most interested you?

A. Problem the startup is addressing	B. Product or solution startup is providing	C. Team developing the product
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5. Why does that aspect most interest you? What outstanding questions do you have?

6. How would you repeat the pitch—or explain this idea—to others? Please write the core message below.



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Sample Log | Assessing Your Pitch’s Passion & Repeatability for Problem, Product, & People

Date	Pitched to	Focused on: Problem, Product or People	Notes on effectiveness
04/09/2019	<i>Partner at WeWork Labs</i>		